Joseph Avenue Business Association

Business District Vision Plan

September 2013

RRCDC
ROCHESTER REGIONAL
COMMUNITY DESIGN CENTER

Funded by a Community Development Grant from:
FIRST NIAGARA

Joseph Avenue Business Association
JA
Asociación Comercial De La Avenida Joseph

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Joseph Avenue Business Association

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September 2013

Rochester, New York

Produced by the **Rochester Regional Community Design Center**

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ACKNOWLEDGMENTS

A Vision Plan, any vision plan, requires thoughts, ideas, conversations, interactions, photos, maps, doodling, and scrap paper - in other words the devoted involvement of many, many people. So true for this Joseph Avenue Business Association Business District Vision Plan!

Of course, it all starts with a simple idea, a "Yes we can" - for which we are so very grateful to our ever present Action For A Better Community "guides" Jon Greenbaum and Okey Ikpeze - always there, always helpful.

It takes a wonderful organization to transition 'the idea' into a true Vision Plan. We have been blessed by the leadership and wisdom sharing of Roger Brown (President) and Joni Monroe (Executive Director) of the Rochester Regional Community Design Center, our partner in this endeavor - and their terrific staff. Thank you to Sebastian Baliva, Claire Turner, and Tomas Sanguinetti - your efforts will impact upon Rochester's inner city for generations to come.

A component of our year-long effort was a community visioning session. We thank those who shared their professional expertise and their ideas: Al Pardi; Serge Tsvasman; Patricia Partridge; Tim Burke; Tim Raymond; and Howard Decker.

No effort of this magnitude can succeed without the financial support of a visionary organization willing to invest in its community. We are pleased that First Niagara Bank stepped up to the plate for us - Thank you!

Lastly, to all those who participated in meetings, who sent ideas via email, who communicated thoughts in on-street conversation - to all of you this Vision Plan is proof that every idea is important, that we can all make a difference - thank you to each and every one of you!

The Joseph Avenue Business Association

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EXECUTIVE SUMMARY

In collaboration with the Joseph Avenue Business Association (JABA), the Rochester Regional Community Design Center (RRCDC) has prepared this community-based Vision Plan for the Joseph Avenue Business District. The Business District boundaries extend from Wilkins Street on the south to Pardee Street on the north. This document reflects the ideas that the community has for the revitalization and enhancement of the corridor.

The Vision Plan incorporates ideas and goals suggested at the community design visioning session held on April 15, 2013 at the Lincoln Library on Joseph Avenue. The participants, guided by design professionals, produced both written and visual concepts for the corridor. A summarization of these suggestions can be found in the Visioning Session Results section of this report. The resulting plans integrate these ideas as well as principles of good design and planning that will contribute to a healthy, safe, and economically viable commercial corridor.

The Joseph Avenue Business Association: Business District Vision Plan document contains plans, maps, drawings and other images to illustrate the design and development recommendations for the corridor. The ideas generated at the community design charrette workshop were used to develop guiding principles for the final plan. The guiding principles are as follows:

1. Improve the quality of life for the neighborhood residents and the businesses.

2. Establish a business district with distinct gateways that announce arrival.

3. Create unifying logos, signs, and other public -realm enhancements.

4. Preserve the existing built environment and infill with new development that complements the neighborhood's rich and diverse history.

5. Establish a strategy for addressing vacant properties in both the long and short term.

6. Develop parking strategies for better space efficiencies, aesthetic consideration, improved safety and accessibility.

7. Create a safe environment for pedestrians, bicyclists, and other modes of public and private transportation.

The guiding principles were instrumental in developing the plans and recommendations contained in this Vision Plan. There are several proposed improvements based on these principles and they will serve as a guide for the future development of the corridor.

Joseph Avenue

Avenue D

Joseph Avenue

INTRODUCTION

On Monday April 15, 2013 the Joseph Avenue Business Association (JABA) hosted the Joseph Avenue Visioning Session, at the Lincoln Library, located at 851 Joseph Avenue to engage stakeholders and residents to share and gather ideas that might serve as a basis for a vision plan for the Business District. The event attracted over 20 participants and 8 design professionals who served as facilitators. The participants produced notes and graphics that are included on the following pages. The results were analyzed, synthesized and incorporated into this Vision Plan, produced by the Rochester Regional Community Design Center (RRCDC) with direction from the Joseph Avenue Business Association.

Joseph Avenue is a corridor that runs south to north between Cumberland Street and Norton Street. Members of the Joseph Avenue Business Association include business owners with establishments located between Rauber Street and Norton Street. The visioning session focused on a "Business District," whose boundaries were determined by JABA members, beginning with Wilkins Street on the south and ending at Pardee Street on the north. This area features a density of business activity and concentration of buildings to work with.

Joseph Avenue and the "Business District" is characterized by a vibrant and diverse history. The building stock includes numerous religious and civic organizations, representing a variety of architectural styles and significance. Due to vacancies and neglect over the years, some of these buildings have fallen into disrepair; some to the point of being demolished. This accounts for the high volume of vacant lots found within the district. Additionally the district has streetscape issues, including poor lighting, the presence of litter, a lack of pedestrian safety, and the perception of drug related activity.

This report chronicles the processes before, during and after the Visioning Session and provides a record of the community ideas that were generated. The RRCDC, in conjunction with JABA, used the ideas to create a vision for future development of the Joseph Avenue Business District. Each section of the report explores a different stage of the process required to create and implement this vision and a cohesive plan that was derived from that process. This Vision Plan is intended to be a resource for JABA, the residents, building owners, and other individuals and organizations involved with the development or improvement of properties along the corridor. It sets the tone for the future of the corridor, how it will look and function, and the quality of character of new development. Without a recorded plan or vision, the corridor is vulnerable to having outside parties set the direction, which may not align with the best interest and desires of the community.

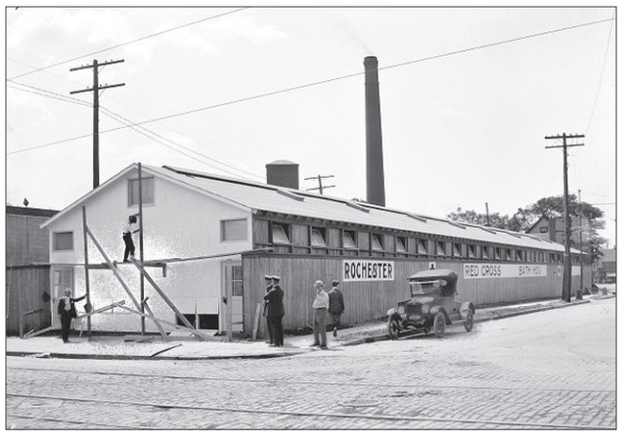
HISTORY OF JOSEPH AVENUE

The history of Joseph Avenue and its surrounding neighborhoods is similar to other urban centers in the United States, beginning in the mid-19th century. The industrial boom brought rapid growth and major influxes of immigrants from Eastern Europe as well as African-Americans from the south to our cities. Residential and industrial development occurred along Joseph Avenue as the city grew. It was a thriving corridor reflecting the economic boom of the country as a whole. First the "Flour City" and later the "Image City", Rochester was welcoming to immigrants who were ready to work hard, raise their families and contribute to the development of the city. John Bausch and Henry Lomb emigrated from Germany and later founded Bausch & Lomb, one of the world's largest suppliers of eye health products. George Eastman founded the Eastman Kodak Company here in 1888, changing the world of film and photography.

The New York Central Railroad designated Rochester as a major station; as the area became an important economic center. Factories, businesses and residences filled in around the rail lines and many of the residents were employed in the clothing and wheat industries. The City grew quickly and dramatically between 1890 -1915 and the northeast neighborhoods became a melting pot of people; a large Jewish population from Poland and other Eastern European countries as well as many other immigrants from Southern, Central and Eastern Europe. The Jewish community renamed what was then known as St. Joseph Street to Joseph Avenue in 1900, and called it their home. The avenue became very active, boasting over a dozen fish markets, clothing stores, and several other businesses that sold all kinds of products. Former residents remember Joseph Avenue as the "street where you could get almost anything." Synagogues, shops and schools were built, as well as social centers where the community gathered, learned new skills and helped new immigrants transition into American life.

Registering German immigrants at the 4th precinct, 1918

Demolition begins for the new Central Station, 1911 - 1912



Rochester Red Cross Bath House for soldiers. It was built to the rear of the New York Central train station off of Joseph Avenue. This bath house, whose entrance was located on Ward Street, was used by servicemen returning from World War II

It is important to point out the rail lines on the street. Joseph Avenue was once a streetcar corridor.

Above: School children lined up behind a table at School No. 9. Located at Joseph Avenue and Baden Street, School No. 9 provides "penny lunches."
Below: Exterior view of Andrew's School No. 9, 1922

Joseph Avenue flourished and after 1950 new investment gradually began to decline. Many residents moved to the newly developed suburbs. Around this time, African-Americans began migrating from the south to Rochester, looking for work in the area. A steady influx of African-Americans and Puerto Ricans during the 50's and 60's, without opportunities for work and faced with discrimination, created hardships for the area's new residents. In 1964, a protest sparked by a random incident that blew out of control caused riots affecting Joseph Avenue with extensive property damage and consequential fires in the region. That resulted in the great migration of population to the suburbs that left city neighborhoods like Joseph Avenue across the country isolated and without economic, educational, and social resources.

August H. Morgan sells Christmas trees at his home oat 653 Joseph Avenue. For 20 years Morgan and his sons traveled to the Adirondack to cut the trees themselves, 1922

Today's Joseph Avenue, and larger 14621 neighborhood looks dramatically different than it did in the early 1900's. They have experienced a decline in population, and increase of vacancy, and a complete reversal of the neighborhood's demographic. Once a melting pot of ethnicities, the neighborhood now consists of African Americans (50.3%) and those that identify as Latino / Hispanic (33.2%). The current population of nearly 34,000 residents has continued its

HISTORY OF JOSEPH AVENUE

decline, losing more than 6% of residents in the past decade. This is reflected in the decrease of occupied housing (- 5.5%) and increase of vacancy during the same time frame. Of the approximate 14,750 existing housing units, 8,600 (67%) are rentals and nearly 1900 (13%) are vacant.

The population itself is particularly young with a median age of 32 years. The majority of the population, 80%, is under the age of 55 years old and 33% under the age of 19 years old. This is consistent with 4,150 or 32% of the total number of households that having children under the age of 18 years old. Of those households with children 64% are single parent families that are headed by women.

Businesses shown in this photograph includes Morris Harris Confectionary and Charles J. Finzer Hot and Cold Lunches, at 222 Joseph Avenue.

Guests of Mrs. Isabelle Crittenden, the cook, for a Thanksgiving dinner for the blind at Joseph Avenue and Avenue B.

Barney Rose's Bottling Yard on Joseph Avenue. Bottles were collected for hotels, restaurants, and other places. They were sorted and resold. This photograph was printed in the Rochester Herald on November 12, 1916.

Before Urban Renewal, shops of all sorts lined Joseph Avenue, especially the area closest to downtown Rochester.

B'NAI ISRAEL AHAVAS ACHIM

The former synagogue, Congregation B'nai Israel Ahavas Achim, is located at 692 Joseph Avenue. It was constructed in 1928 and is one of the oldest existing 20th century structures in the community. The original congregation, Anshi Austria, was established on March 20th, 1928. Its inauguration was celebrated with a parade down Joseph Avenue. Although it would house many congregations, the synagogue's history is closely linked to the history of the Jewish community around Joseph Avenue and the city of Rochester. Beginning in the 1850s, Joseph Avenue became a new home for many Jewish immigrants coming from Eastern and Southern Europe. They came to the United States to escape political persecution and poverty in their native countries. Many of the newly arriving immigrants settled in the city's northeast quadrant. Joseph Avenue became a bustling commercial and residential neighborhood, where people could find any type of shop, get a good education, and be active in the community. Synagogues, schools and community centers were built throughout the area. At one time, Joseph Avenue had 15 -20 synagogues with congregations of up to 800 people. However, the residents gradually began moving with their families, out of the crowded neighborhoods, to the suburbs where they were able to afford newer homes. Additional social and demographic shifts left many of the once thriving synagogues abandoned. Many were torn down during the Urban Renewal era.

One synagogue in particular, the congregation Ahavas Achim, located on Ormond Street, was demolished as part of the Baden - Ormond slum clearance program. In 1961, Ahavas Achim moved to Joseph Avenue and eventually merged with B'nai Israel to form a new congregation, B'nai Israel Ahavas Achim. Once a very active congregation, it was a center of Jewish and social life in the area. There were weekly events held in the synagogue in addition to regular and holiday services. The synagogue's agenda was filled with various types of events for the community, which included concerts, parties, fundraisers, picnics,

Congregation B'nai Israel 1987

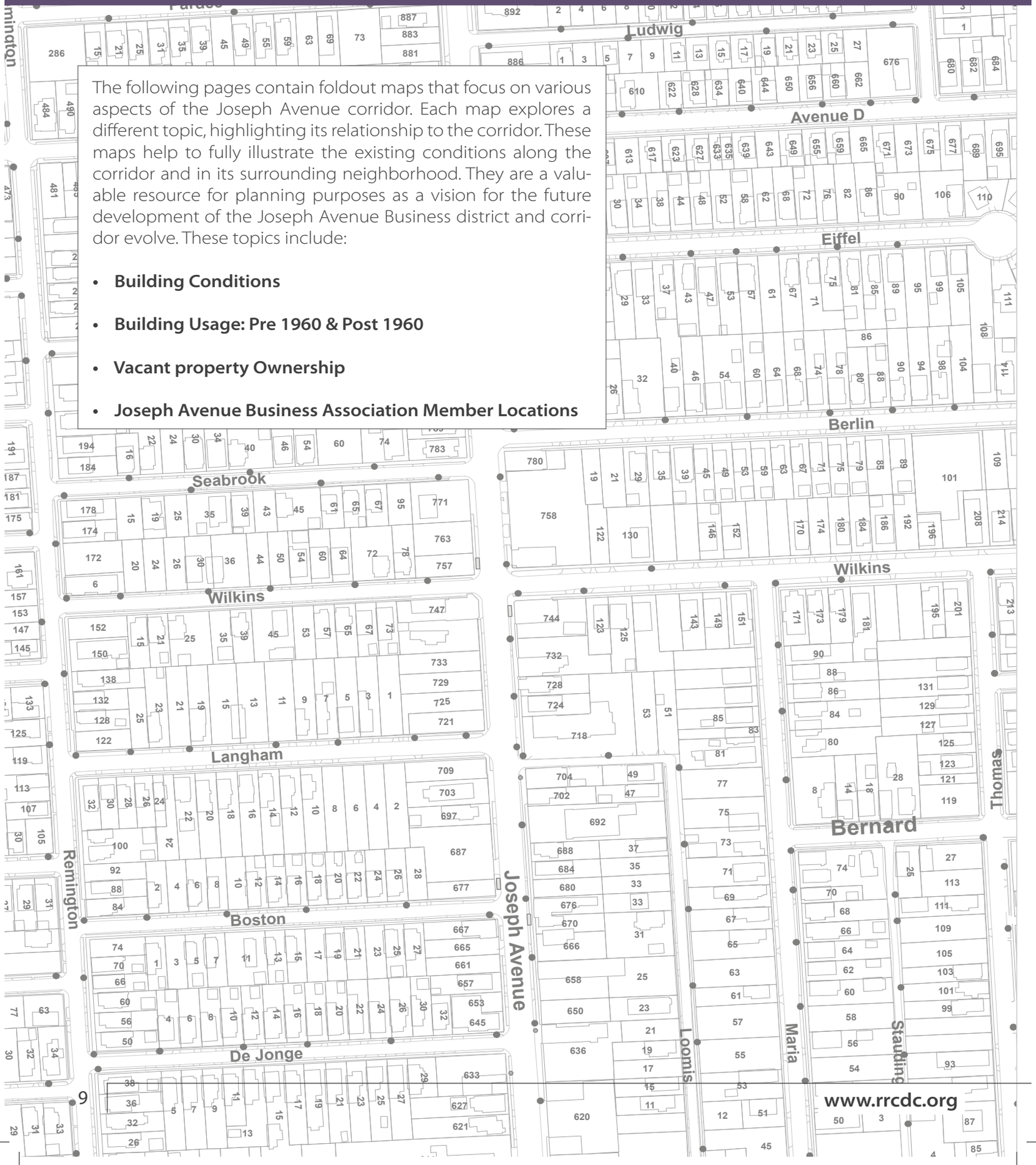
musicals and guest lecturers from different parts of the United States, Israel and Europe. The synagogue, along with all other synagogues across the United States, served as a place that welcomed newly arrived immigrants from war - torn countries and assisted with their transition into a new American life.

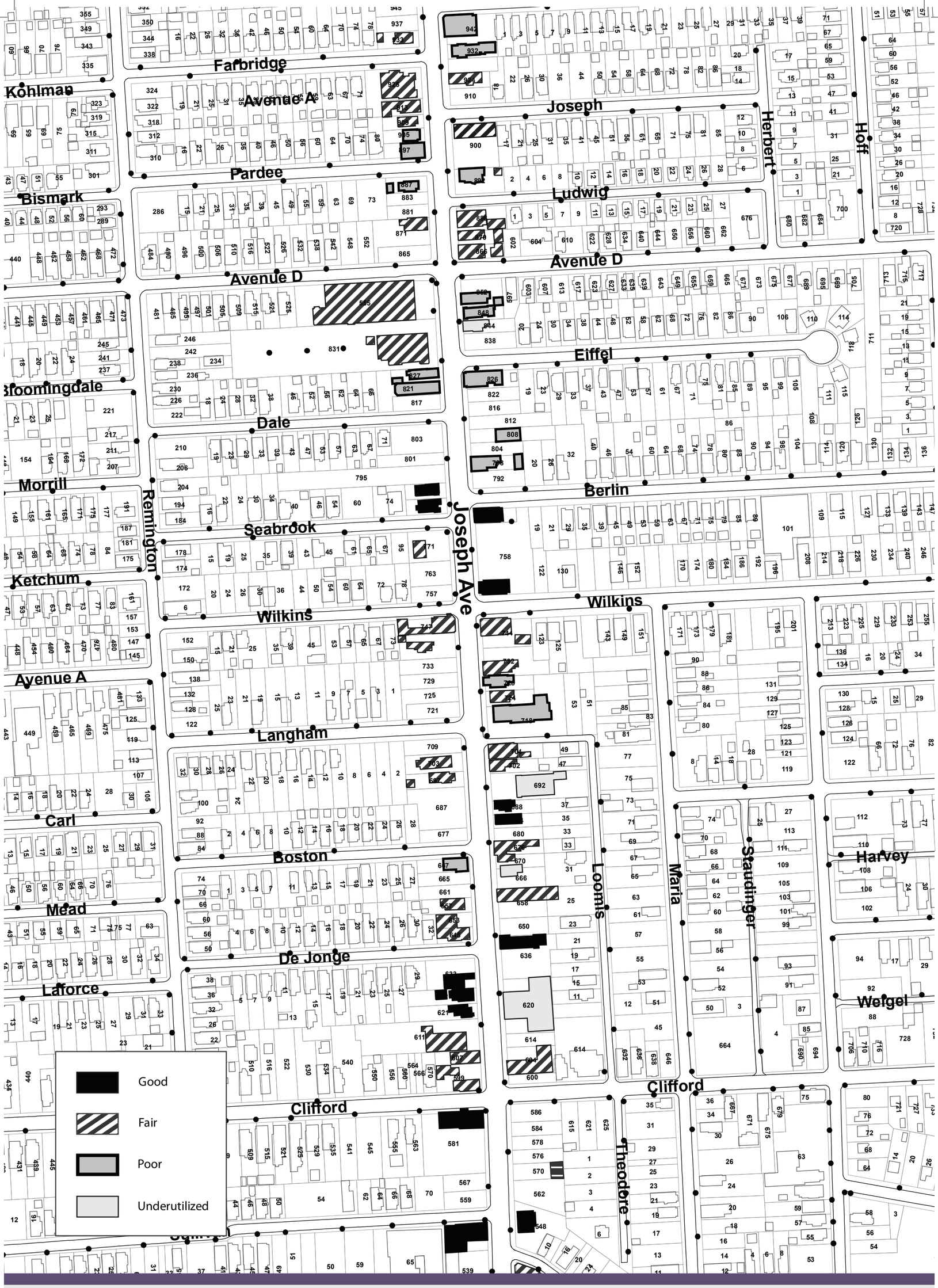
Today, the majority of Rochester's Jewish population lives in the towns of Brighton and Pittsford, with a very small population remaining in the city. Nearly all of the old synagogues along Joseph Avenue have been demolished or converted to other uses. Though the building has been abandoned for almost decade the congregation maintains a membership of roughly 15 people, most of which are senior citizens and live beyond walking distance to the synagogue. Since its closing the synagogue has remained dormant hoping for a new life. In 2013, the Joseph Avenue Business Association received a grant from the Rochester Regional Community Design Center to complete a pre-development feasibility plan for the creation of a Museum of History and Religion within this historic building. Should the project move forward, the former synagogue could once again be an anchor on Joseph Avenue and perhaps a catalyst for its revitalization.

SITE ANALYSIS

The following pages contain foldout maps that focus on various aspects of the Joseph Avenue corridor. Each map explores a different topic, highlighting its relationship to the corridor. These maps help to fully illustrate the existing conditions along the corridor and in its surrounding neighborhood. They are a valuable resource for planning purposes as a vision for the future development of the Joseph Avenue Business district and corridor evolve. These topics include:

- **Building Conditions**
- **Building Usage: Pre 1960 & Post 1960**
- **Vacant property Ownership**
- **Joseph Avenue Business Association Member Locations**





JOSEPH AVENUE CORRIDOR

BUILDING CONDITIONS EVALUATION

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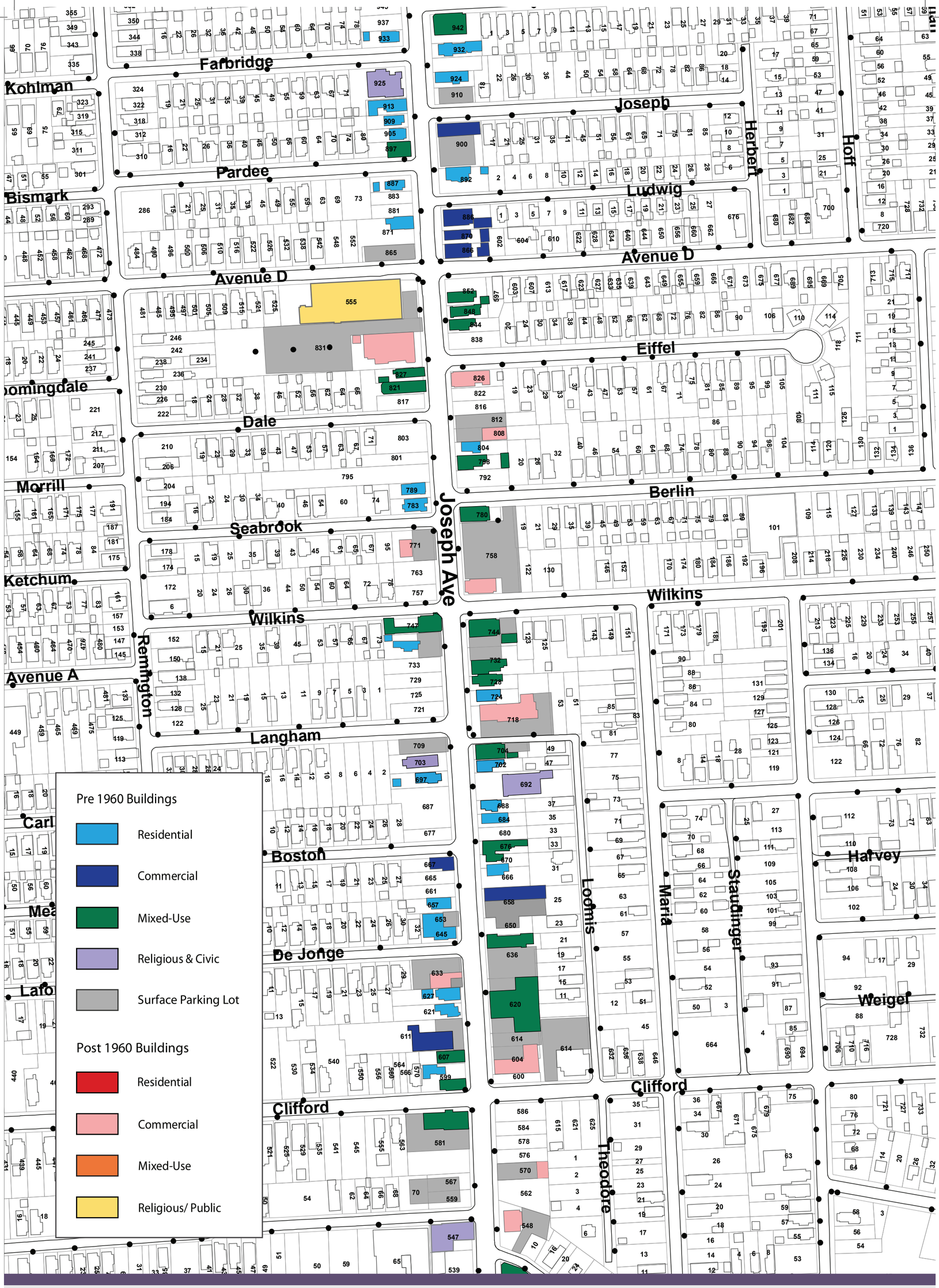

JOSEPH AVENUE CORRIDOR

BUILDING USAGE

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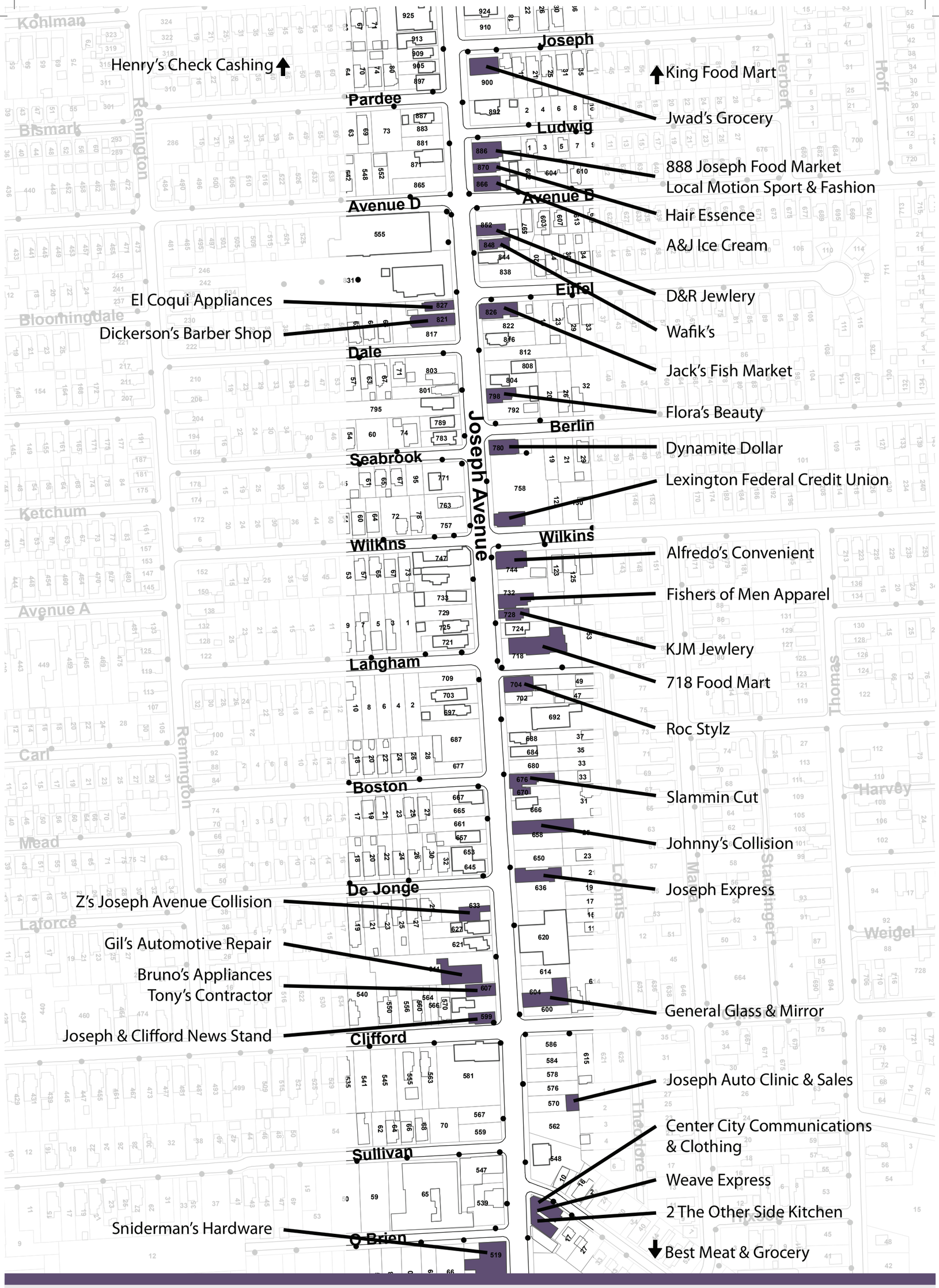
JOSEPH AVENUE CORRIDOR

VACANT BUILDINGS AND PROPERTIES

1:200



JOSEPH AVENUE CORRIDOR

BUSINESS ASSOCIATION MEMBERS

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VISIONING SESSION

Planning and Coordination

Planning for the Joseph Avenue Business District Visioning Session began in November 2012. It was lead by the Joseph Avenue Business Association (JABA), comprised of business owners associated with establishments located on Joseph Avenue, working in conjunction with the Rochester Regional Community Design Center (RRCDC) and guided by Action for a Better Community (ABC). They reviewed a time line and planning schedule, established the visioning session boundaries and focus areas, and identified potential partners.

JABA met monthly with the RRCDC to assist in coordinating the Visioning Session. During meetings much of the discussion and planning focused on the topics to be covered. The business association defined the visioning session focus areas and identified major design concerns based on an assessment of the existing assets and problems in the area. They were also instrumental in planning the structure of and coordinated the logistics for the event.

The Visioning Session

The Visioning Session took place on the evening of Monday April 15, 2013 at the Lincoln Library, located at 851 Joseph Avenue. The event attracted over 20 residents and stakeholders and 8 design professionals who served as facilitators. A great range of people representing the community participated in the evening event which began at 6:00pm with registration. That was followed by a presentation by the RRCDC and continued until 9:00pm including a walkthrough, brainstorming session, and culminating in a final presentation of ideas generated by the three work groups.

Attendees formed three groups who worked together for an intense hour and a half. The teams were comprised of facilitators, residents, and stakeholders. They walked the designated district and took note of both the positive and negative features and issues. They also drafted comments and thoughts about their ideas for improvements and changes.

The teams then began drafting both written notes and drawings that expressed their thoughts and ideas. To conclude the Visioning Session, everyone gathered and each group made a brief presentation to the entire group, explaining their ideas which sparked a larger group discussion. Following the presentations, the RRCDC had the materials produced at the Visioning Session scanned and transcribed the notes from each group.

FOCUS AREA

"Joseph Avenue Business District"

Description/Boundaries:

The district we are concentrating on extends along Joseph Avenue from the intersection at Pardee Street on the north to the intersection at Wilkins Street on the south and consists of the buildings and sites along the corridor and the streets and sidewalks forming the "public realm". Also Consider the district in the context of the surrounding neighborhood accounting for potential gateways and other opportunities outside of the defined boundaries.

Primary Focus:

To create a vibrant and attractive business district that will be utilized by the neighborhood and the entire community.

Concerns to address:

- Need for pedestrian crossings;
- Identifying gateways;
- Condition of the streetscape;
- Commercial facades and signage;
- Parking;
- Lighting;
- Amenities at bus stops;
- Trash receptacles;
- Vacant and underutilized properties.

Goals:

- Creating an identity;
- To improve and enhance physical and aesthetic character;
- Explore the potential for landscaping;
- Improve pedestrian crossings and provide new ones where needed;
- Improve street lighting and streetscape;
- Upgrade and improve commercial facades.

Develop strategies to:

- Make the area a destination;
- Address Parking;
- Strengthen existing and attracting new businesses;
- Renovating buildings and improving facades;
- Making intersections safe and functional.

Considerations:

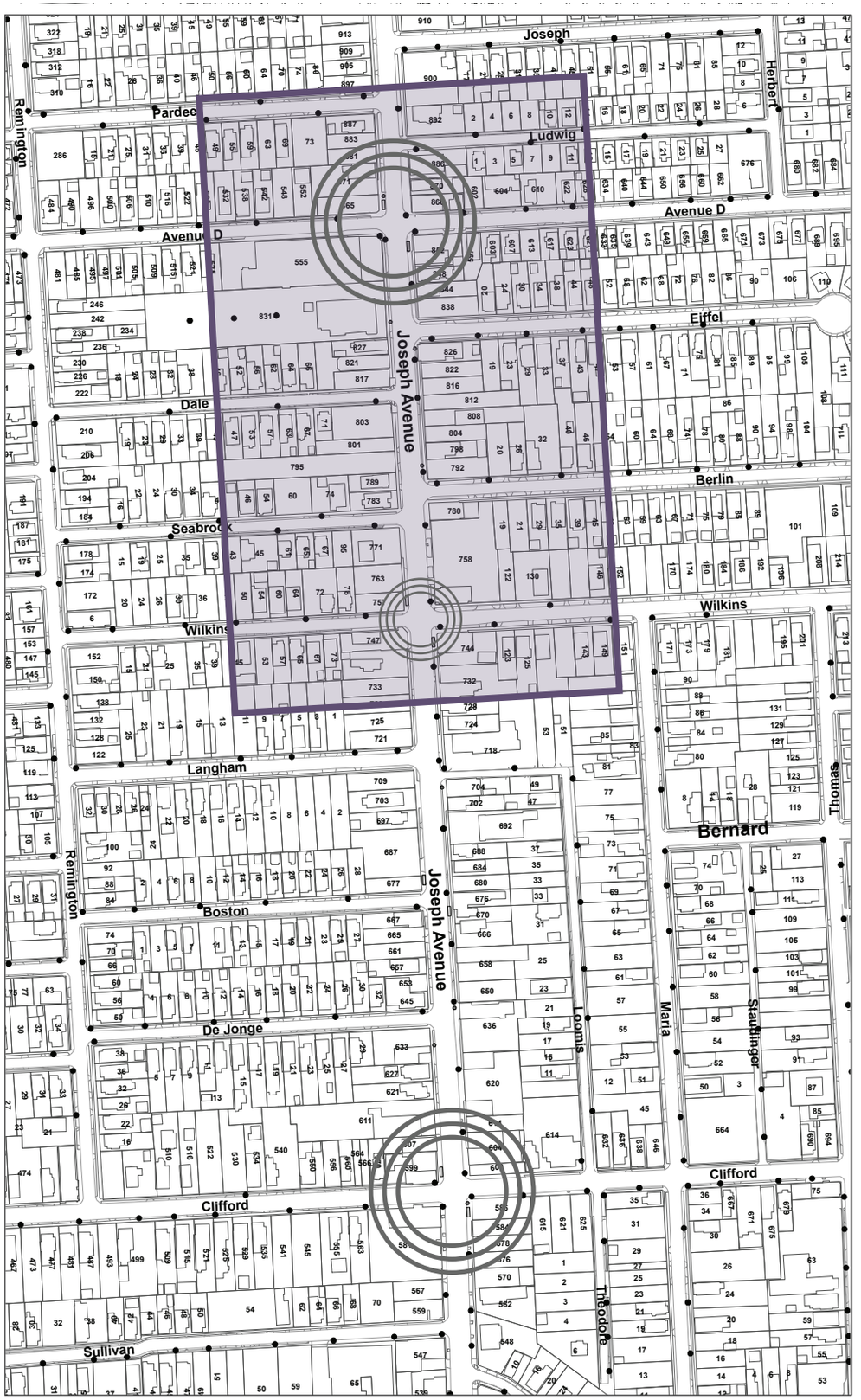
- Attractive design for signage and awnings;
- Sidewalk furniture and trash receptacle style;
- Street trees and planters;
- Lighting design for buildings, sites, sidewalks, and street;
- Amenities for pedestrian safety, aesthetics and use;
- Providing screening for parking;
- Creating attractive green space.

BASE MAP

Business District Boundary

Potential Major Gateway

Potential Major Gateway



Original Base Map Scale
1″ = 50′

VISIONING SESSION RESULTS

Themes

- Business strip
- Action
- Vibrant
- People on street

Gateways

- Norton Street / Underpass
- Upper Falls Blvd. / Pardee Street
- Joseph Ave. Underpass
    - Bright artistic tile
    - Lighting
    - Paving
- Enhancing Major Intersections
    - Ave D., Wilkins St., and Clifford Ave.
    - Better crosswalks
    - Bus stop shelters

Streetscape Issues

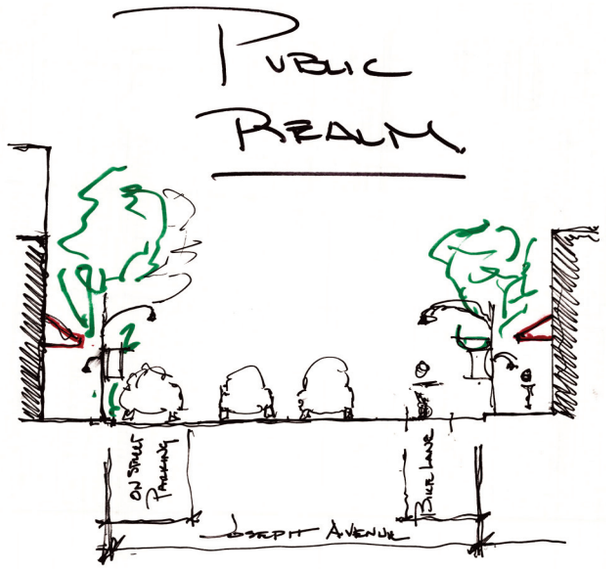
- Need for street trees
- Few garbage cans (littered street)
- Need crosswalks at Ave D and Wilkins intersections
- Shallow sidewalks in front of stores

Lighting

- Need pedestrian scale lighting on BOTH sides of the street
    - Combinations of traffic and pedestrian lighting on east side
    - Pedestrian only on west side
- Lack of sufficient lighting
    - For businesses
    - For some streets (Berlin St)
    - Too many power poles

Parking

- Have a shared parking plan for behind the Upper Room Family Worship Center
- On street parking
- Parking should be to the rear of buildings

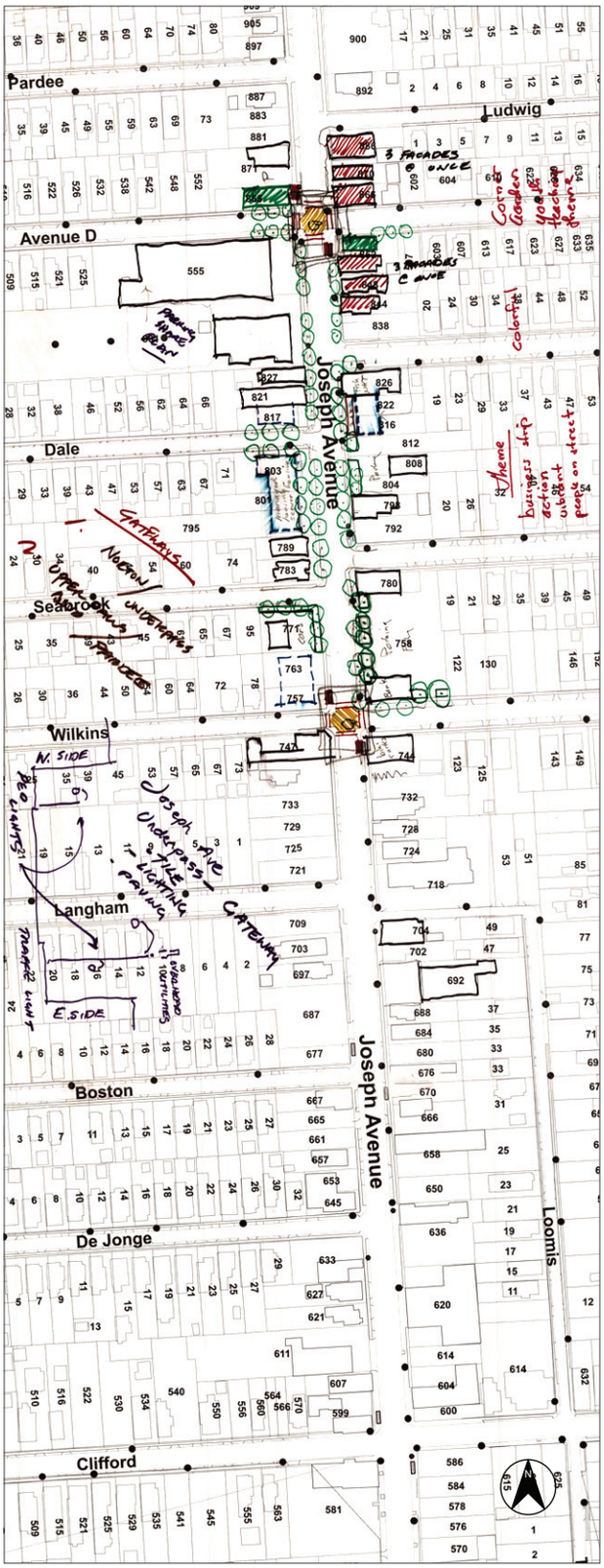


Buildings

- Rehabilitation of three facades at once (Particularly north and south of Ave. D on east side of Joseph Ave.)
- Façade improvements
    - Need appropriate signage
    - No bars on windows
    - Awnings on buildings
- Reuse old and historic buildings instead of tearing them down
- Better Zoning and Code Enforcement

Vacant Lots

- Vacant lots are a big problem
- Infill vacant lots with new development
- Corner gardens at Joseph Ave and Ave D intersection
- Public gardens concerns
    - Enough residents to maintain them?
- Playgrounds in vacant lots
- Vacant Lots should support the businesses (i.e. parking)
- Install plantings or low fences along vacant lots to create a continuous edge
    - Can be removed as lots are developed


Pardee
Ludwig
Avenue D
Joseph Avenue
Dale
Seabrook
Wilkins
Langham
Boston
De Jonge
Clifford
Loomis

Ludwig
Joseph Avenue
Jonge
Loomis

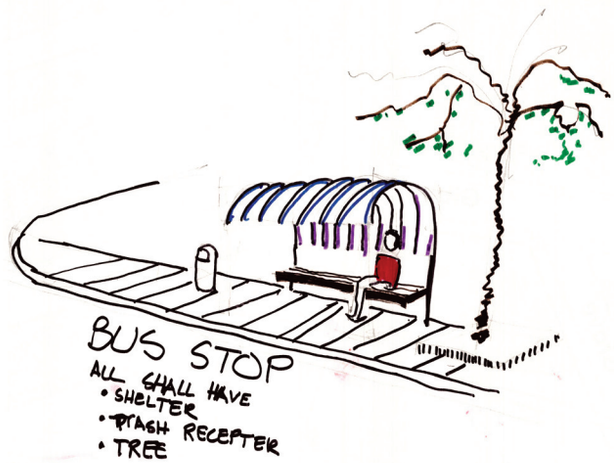
VISIONING SESSION RESULTS

Multi-Modal Transportation

- All Bus Stops Shall Have
    - Shelter
    - Trash Receptacle
    - Tree
- More Parking Enforcement Particularly at Corners and Bus stops
- Need a Bike Lane
- Bike Racks outside library and corner stores

Community Engagement / Education

- More church involvement (Coalition)
    - 12 churches along Joseph Ave
    - Can provide eyes on the street
    - Maintain community gardens
- Install Drug Free Zone Signs near the schools
- Encourage residents to maintain the architec ture of their homes
- Teach students to have an appreciation of architecture and local history
- Proactive policing to calm the neighborhood
    - People gathering on corners is not good for business
- Youth Involvement
    - Schools nearby (#22 & #6)



Section of the Public Realm

GUIDING PRINCIPLES

1. Improve the quality of life for the neighborhood residents and the businesses.

2. Establish a business district with distinct gateways that announce arrival.

3. Create unifying logos, signs, and other public-realm enhancements.

4. Preserve the existing built environment and infill with new development that complments the neighborhood's rich and diverse history.

5. Establish a strategy for addressing vacant properties in both the long and short term.

6. Develop parking strategies for better space efficiencies, aesthetic consideration, improved safety and accessibility.

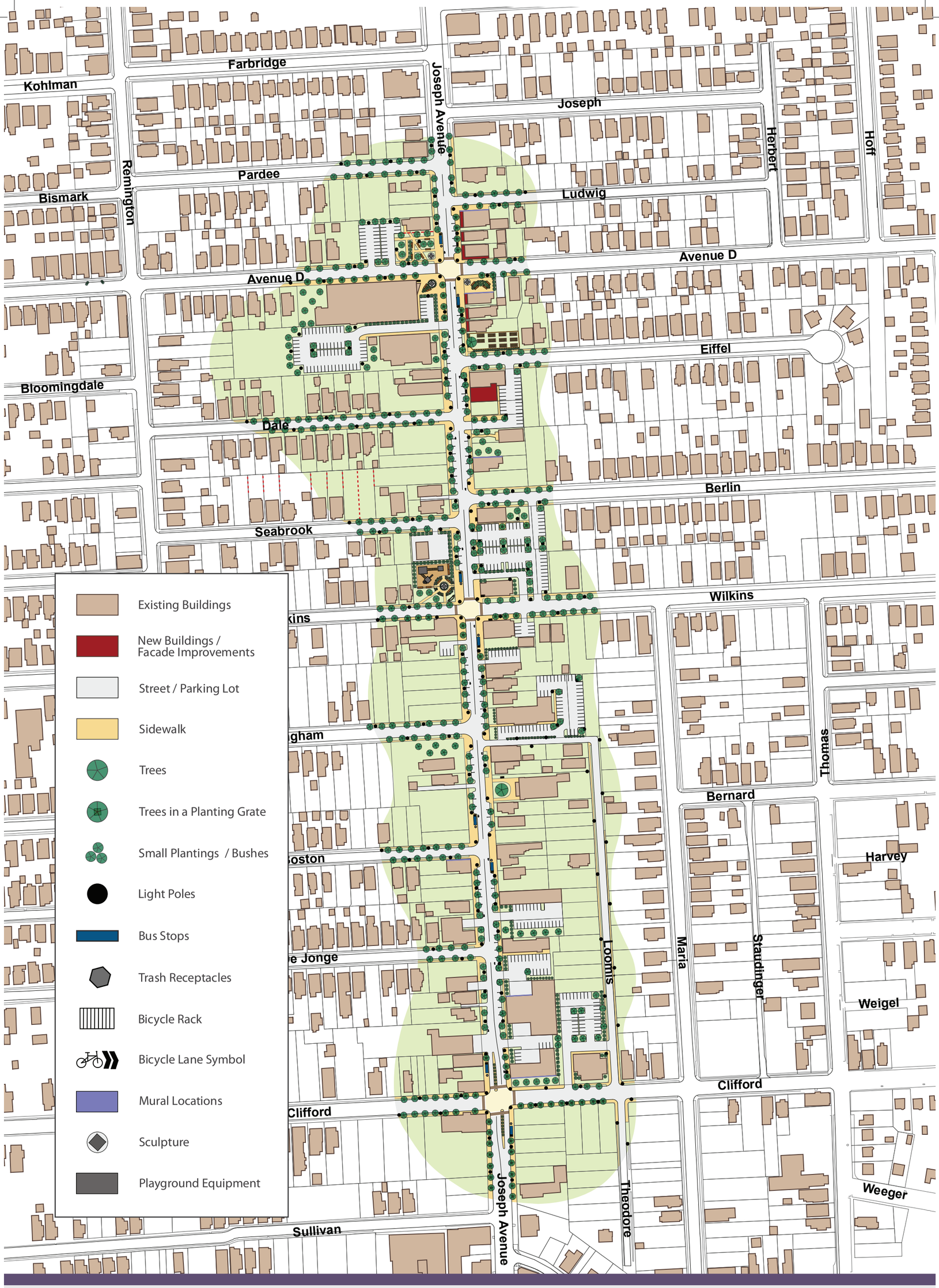
7. Create a safe environment for pedestrian, bicyclists, and other modes of public and private transportation.

SHORT TERM PLAN

The revitalization of the Joseph Avenue Business District will not happen overnight, but rather take several years of continuous effort and collaboration. The process will be ongoing and ever changing; a plan proposed now may change 10 to 15 years from now. The purpose of this Vision Plan is to provide a blueprint for the future that expresses ideas generated by the community. A phased plan, prioritizing attainable goals having the greatest impact on the community, will potentially serve as a catalyst for future redevelopment efforts. Small incremental improvements have been identified that will strengthen the community as it is revitalized. The small improvements also allow the community to maintain elements of its identity while reinventing itself instead of having a new identity forced upon them. This short-term plan identifies realistic goals that can be attained in the near future. These goals include:

- Establishing an Identity - Logo
- Strengthening Gateways – Physical Enhancements
- Addressing Parking Issues – Organize and Enhancing Spaces for Parking
- Encouraging Multi Modal Transportation
- Focused Site Enhancements
- Improving Streetscapes and Green Space

Short Term Plan Legend



JOSEPH AVENUE CORRIDOR

SHORT TERM PLAN (0 - 5 YEARS)

1:200

LOGO

Creating a logo for the Joseph Avenue Business Association has been a powerful symbol for the area's revitalization efforts. Placing the logo in the windows of association members' businesses, will establish an identity for their business district. The logo can also be displayed on banners, as part of streetscape amenity improvements that JABA funds, and projects that they initiate. A logo will instill a sense of belonging to a community. Its presence will encourage residents to support their local businesses because their local businesses support the community.

To the right is a logo developed during this process that has positive support from the business association. The colors are bold and the overall design of the logo itself is designed to symbolize the physical shape of the Joseph Avenue corridor. The right side of the "A" represents the Joseph Avenue corridor and each horizontal line represents its three main intersecting streets: Clifford Avenue, Wilkins Street, and Avenue D. The Business Association's name appears in both English and Spanish signifying the diverse culture of the neighborhood. Here are examples of how the logo might be displayed throughout the corridor:

Joseph Avenue Business Association

JA

Asociación Comercial De La Avenida Joseph

Banners

Trash Receptacles

Benches

Planter Boxes

GATEWAYS

There are three significant intersections along Joseph Avenue that were highlighted during the Visioning Session. The intersections at Avenue D and at Clifford Avenue were identified as primary nodes while Wilkins Street was considered as a secondary node. These intersections serve a dual purpose and also function as gateways into the business district. In the early stages of the revitalization effort, these intersections should be targeted first in order to help define and strengthen the boundaries of the business district. Focusing attention to these intersections will help establish a framework to build upon while enhancing the public realm of Joseph Avenue. Future development will eventually link these major nodes and help to generate a vibrant and cohesive community.

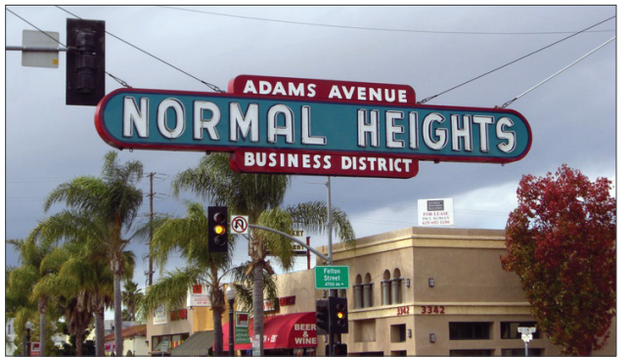
Important streetscape elements such as trees, street furniture, enhanced crosswalks and lighting for pedestrians should be installed first. As funding is acquired over time, these streetscape elements can be added throughout the entire corridor. Façade improvements are also important and can have a significant impact on an intersection visually, psychologically and economically. Each of these intersections present opportunities to create much needed enhanced public space on Joseph Avenue. With eventual infill of vacant lots with buildings as a long term goal, some of these lots can be transformed into usable spaces enhanced with plantings, public seating, sculptures that define corners sites, and murals that make them stand out from other intersections along Joseph Avenue.

Gateway locations can be identified in a number of ways. The straightforward approach might utilize large signage or an archway. A more subtle method may emphasize a thoughtful design that gives individuals passing through the gateway a sense of transition from one distinct place to another. Defining the boundaries of the business district and using a logo or banners to create an identity will enhance that feeling of place.

Sculptures on the Corner

125th Street BID Banner Series

Theater District Archway



Business District Signage

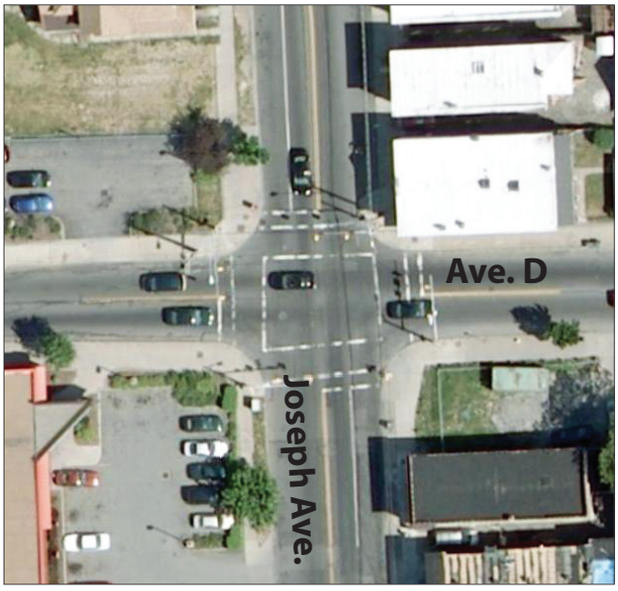
Avenue D

The intersection at Avenue D is very prominent and has significant potential for enhancement. Improving this intersection will create a strong foundation and serve as a catalyst for future development along the corridor and strengthen its role as a gateway into the business district from the north.

The Lincoln Library is located on the southwest corner and there is a large space, in front, due to the building setback which is utilized for parking. There has been an attempt to landscape on this site but more should be done to anchor this corner. Additional parking for the library is located on the northwest corner of the intersection. Together these lots do not provide sufficient parking. Space in nearby vacant lots could be used in redesigning the existing parking to allow for the creative development of public space in these locations. The southeast corner is a privately owned vacant lot with chain link fencing, a repository for various building materials and considerable litter. Recently the lot has undergone some changes due to the installation of a mural in conjunction with the Wall Therapy program.

The image on the right is a vision of what the intersection could look like by redeveloping these three corners and improving the public space. A reconfiguration of the library's current parking lots creates an opportunity for a pocket park on the northwest corner. Note that its design has been based upon the proposed logo for the business association. With the library parking needs addressed elsewhere, the southwest corner can also be reconfigured to provide handicapped accessible parking only. This opens up space for a landscaped entrance into the library that is more accessible to the sidewalk and public realm. The development of the southeast corner builds on the newly installed mural, opening the lot to the public, providing them the ability to view the mural up close. Each of these lots features plantings that can be carefully selected to be aesthetically pleasing yet visually permeable. Also the public spaces will have seating and feature a sculpture to anchor the corner. Additionally the crosswalks will be enhanced and there is also potential for a mural to be on the pavement in the intersection.

Existing Intersection Conditions



Proposed Plan for Intersection

GATEWAYS

Southwest Corner

A suggested strategy for the revitalization of Joseph Avenue would be to take on small projects and incrementally improve the district over time. With that in mind, a good place to start is with the traffic signal switch box located in front of the Lincoln Library. This could be painted with numerous themes or to reflect surrounding institutions. This proposed representation of Frederick Douglass features an educational and historic theme. This project might be implemented by a local artist or children who frequent the library.

Traffic Switch Box - Before

Traffic Switch Box - After

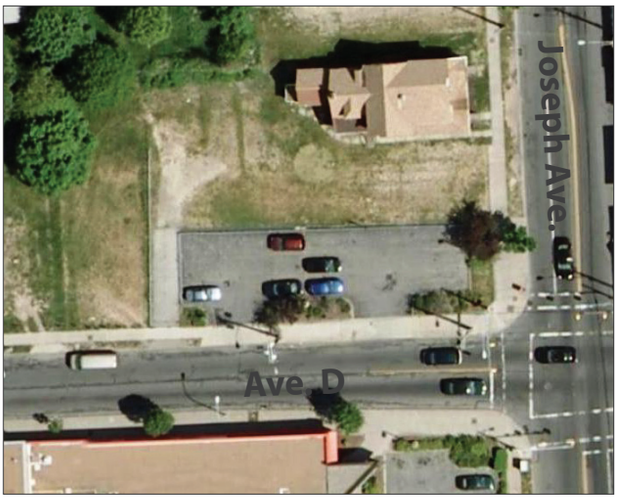
Southwest Corner - Before

Building on the initial painting of the traffic switch box, several actions might take place to improve the southwest corner. As seen below, many of the streetscape elements (i.e. trees, lights, crosswalks, sculptures/murals) have been included in the proposed design. Furthermore the entrance to the library's parking lot could be reconfigured to reduce curb cuts. The new library entrance might be shared with the neighboring church. Since the parking spots in front would only be designated handicapped, the volume of traffic will not warrant a separate driveway.

Southwest Corner - After

GATEWAYS

Northwest Corner



The northwest corner of the Avenue D intersection is similar to the southwest corner in that they are both taken up by library parking. The lot's existing configuration provides for twelve difficult to access parking spots. Adjacent to this parking lot are five vacant lots that might better serve as library and public parking. This alternative would free up the corner for a public park. The park, though a system of paths, would link the parking lot to the intersection as well as the library's main entrance. At the same time the park would screen, but not block, the view of the parking lot from the street.

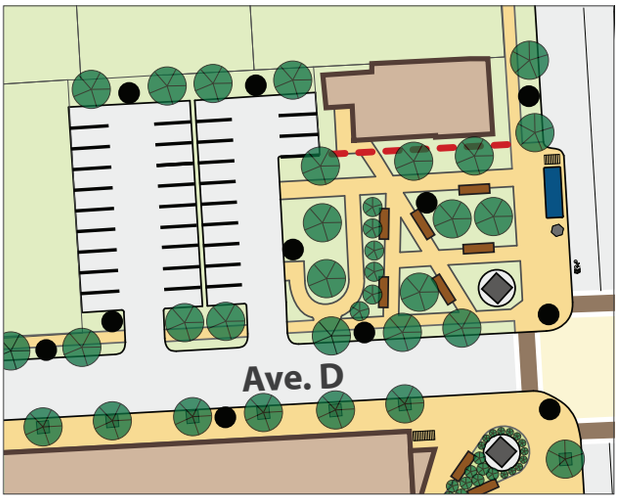
Above is a proposed plan for what this corner could look like by reconfiguring parking and reclaiming the corner for public space. In this particular illustration the park's layout is planned with elements of the Business Association's proposed logo. Just like the other corners there will be seating, a sculpture to anchor the corner and plantings that do not conceal illegal activity.

An additional feature on this corner is the bus stop. The park, along with the other enhancements on this corner, will make this a visible and attractive destination. This will encourage some bus patrons to stay in the area and perhaps window shop instead of heading straight home.

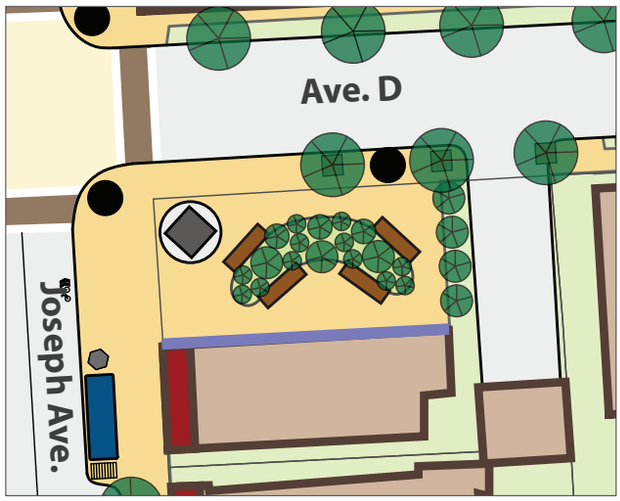
Southeast Corner

The lot on the southeast corner of this intersection is unique compared to the other corners in that it is privately owned. That in itself presents benefits and challenges in that its improvement is contingent on the owner's willingness to improve it. In this instance he is open to suggestions and recently has given permission for a mural to be painted on the building next to this lot as part of the Wall Therapy project. The mural has received a lot of attention and has delighted and sparked the interest of the community.

Proposed Plan for Northwest Corner



Proposed Plan for Southeast Corner



Similar to other corners, this lot offers the perfect location for a pocket park. People have already begun gathering informally to view the mural; why not give them the opportunity to get a closer look as well as a place to sit? The plan is to be low maintenance, comprised of mostly hardscape; an exception is a central boomerang-shaped rain garden planting area. The rain garden will collect and filter water runoff. The inclusion of game tables (checkers, chess, etc.) was also suggested for this location, further encouraging residents to congregate with constructive activities or passive enjoyment offered.

Southeast Corner - Before

Southeast Corner - After (Day)

Southeast Corner - After (Night)

GATEWAYS

Wilkins Street

The intersection of Joseph Avenue and Wilkins Street is the southern boundary of the Business District. It was designated as a secondary node during the Visioning Session, because Wilkins Street does not carry as high a volume of traffic as that on Avenue D or Clifford Avenue. This does not mean that the intersection is less significant as a gateway. In the early stages of the corridor's revitalization this intersection should also be focused on in order to strengthen the Business District. In contrast to Avenue D, the intersection at Wilkins Street has only one vacant corner. This coupled with the fact that it is a less busy intersection presents different opportunities. There are no existing crosswalks and having them painted is a good first step to help define and enhance this intersection. Over time, interesting and attractive paving materials can be installed that define the crosswalk and make them stand out visually.

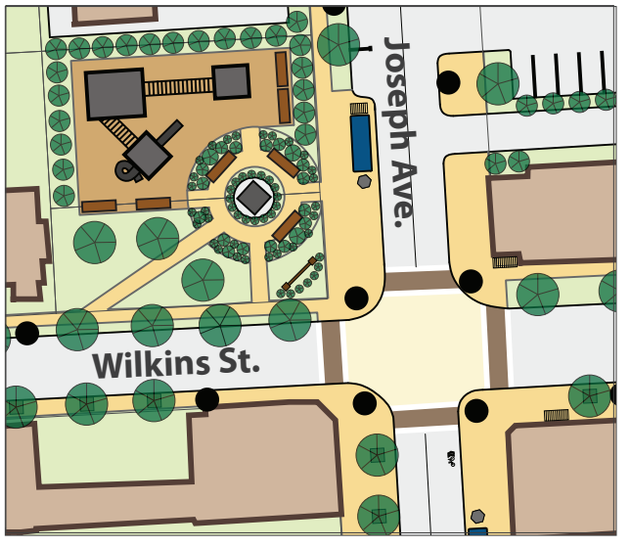
The Wilkins Street intersection is currently framed by the recently opened Lexington Federal Credit Union, Alfredo's Convenient Store, a currently vacant historically significant mixed-use building, and a vacant lot. Contrary to the condition of many storefronts along Joseph Avenue, the bars have been removed from Alfredo's Convenient store windows and its façade has been updated.

This greatly improves the overall look and feel of the intersection. The credit union is also benefitting the intersection and corridor as a potentially long-term and legitimate business, filling a need on Joseph Avenue that was previously not there. Having a financial institution linked with the revitalization of the corridor also provides possible funding opportunities for future projects.

The vacant lot on the northeast corner has seen some early attempts in an effort to establish it as a public space including the installation of seating and planters. The lot is not well maintained and it is typically covered with litter. A major social issue plaguing this corner is loitering and a perceived high volume of illegal activity. Having stable and legitimate businesses on the other three corners can help reduce this activity by providing eyes on the street.

In addition to improving the crosswalks, installing pedestrian lighting and street trees further enhancements for this intersection include creating a playground for neighborhood children to address the current a lack of play space. The vacant lot would be dedicated to filling that need. The suggestion came out of the Visioning

Proposed Plan for Northwest Corner



Session and is further supported by its proximity to multimodal transportation in that it would be located directly in front of a bus stop. Similar to the intersection at Avenue D, this stop could also become a destination. Transit riders and locals alike could buy goods at the convenient store, conduct the week's banking, and spend some time with their children at the park; all in one place.

Northwest Corner - Before

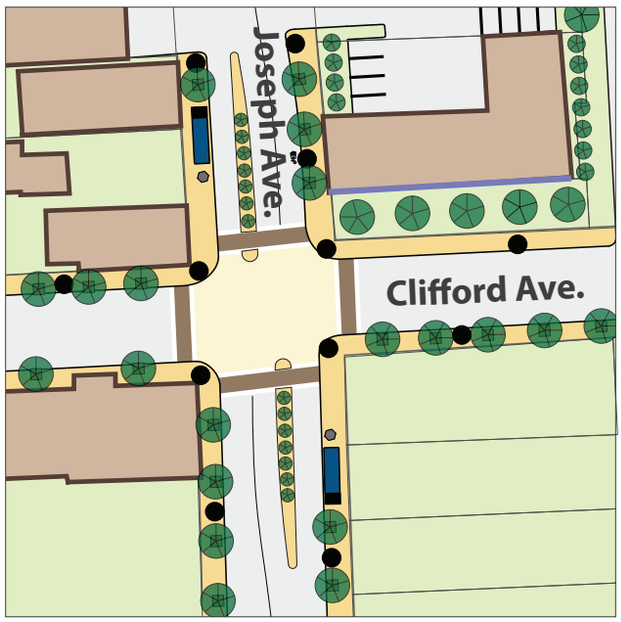
Northwest Corner - After

GATEWAYS

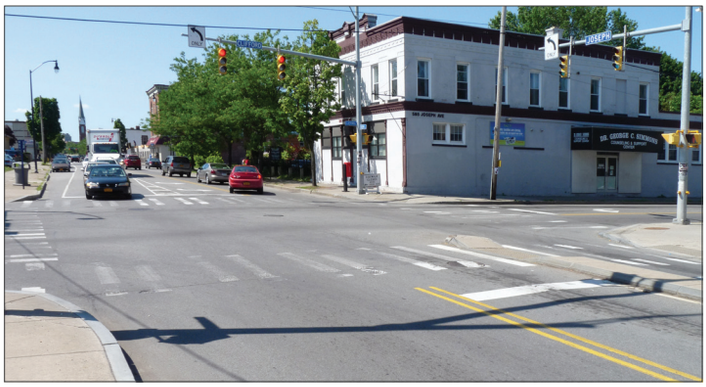
Clifford Avenue

The intersection of Clifford Avenue and Joseph Avenue, while outside of the designated Business District, is still an important gateway into the Joseph Avenue corridor. Similar to Avenue D, the intersection at Clifford Avenue has a high volume of vehicular traffic. The city has taken steps in the past to ease the pedestrian's crossing here by installing a narrow median on Joseph Avenue, as a traffic calming method. This median offers a place of refuge for pedestrians crossing the street, but it is too narrow to accommodate more than a few people and there is only one of these located on the north side of the intersection. Modifying the existing median and repeating it on the south side of the intersection will serve to increase pedestrian safety and accessibility. Additionally the feature will strengthen this intersection as a gateway.

Proposed Plan for Intersection



Clifford Avenue Intersection - Before



Clifford Avenue Intersection - After

Similar to the Avenue D intersection, Clifford Avenue has benefitted from the Wall Therapy program with a mural installation that is vibrant and welcoming. The murals act as bookends, framing the corridor. The vacant lot in front of the mural, owned by a local church, needs further enhancements. This might consist of low plantings that do not block the view of the mural. Regular maintenance will make this an attractive and recognizable gateway.

The southeast corner of the Clifford Avenue intersection is the site of the Joseph Avenue Business Association's Annual Summer Festival. This site is large and a combination of eleven vacant lots featuring expansive lawns and clusters of trees throughout. There are an additional 6 vacant lots on the block immediately adjacent to the site. In its current state these combined lots resemble a large urban park and with a little planning, could become a permanent green space and asset to the avenue. In the initial stages of the revitalization process this project is not a priority, however it is one to consider for future development on Joseph Avenue.

Northeast Corner - Before

Northeast Corner - After

FAÇADE IMPROVEMENTS

Façade Improvements

Façade improvements are key to the revitalization of Joseph Avenue. The renovation of building fronts will enhance the overall appearance and aesthetic value of the corridor. More importantly, this will promote the preservation and reuse of the original structures along Joseph Avenue. There are several buildings throughout the corridor in need of improvements. Using a similar approach as addressing vacant lots and gateways, it is important to give priority to the buildings having the greatest impact on the community first, and then extending the improvements to structures. By following good design principles these improvements have the potential to improve the overall appearance of the district and will increase the economic activity. Therefore, the first group of buildings that should undergo façade improvements are the three buildings to the north and to the south of Avenue D on the east side of Joseph Avenue. These buildings are identified in the plan to the right with red, and together form a continuous strip of commercial and mixed use buildings, uncommon along the corridor. These improvements will serve to increase occupancy and mitigate neglect and demolition. Some possible outcomes can be seen below. The viability of these six buildings will only further enhance the intersection and contributes to the vibrant atmosphere desired by the community. In the future, it might be beneficial for the Business Association to rehab and occupy a storefront. This would not only contribute to the revitalization of the corridor but also increase accessibility to the community.

Priority Façade Improvement Locations

North of Avenue D - Before

North of Avenue D - After

South of Avenue D - Before

South of Avenue D - After

MURALS

Murals are a powerful way to enhance blank walls and building exteriors while uplifting a community's spirit. This year, Joseph Avenue has taken advantage of an opportunity to partner with Wall Therapy, a program that brings graffiti artists to Rochester from all over the world to paint murals throughout the city. Two murals were painted on Joseph Avenue this year at the intersections at Avenue D and at Clifford Avenue. These murals act as bookends for the corridor and enhance these intersections as gateways. They have received overwhelming support and recognition from the community, as a positive catalyst for hope and inspiration.

Clifford Avenue Mural

Avenue D Mural

Potential Avenue D Intersection Mural

Potential Clifford Avenue Intersection Mural

Future Murals

The intent is not to stop with just two murals. The Wall Therapy program selects locations based on availability of wall space, and there is no lack of blank walls along Joseph Avenue. In most scenarios, approval from the building owner is all that is required to proceed with a mural. There have already been walls with potential identified for next year's round of murals. These walls include but are not limited to 886, 798, 667, and 620 (Altman's Building) Joseph Avenue.

Murals are most notably located on walls; however they can be applied to any large flat surface. This includes the street. In addition to the proposed locations for wall murals, painting the intersections at Avenue D, Clifford Avenue, and Wilkins Street are also a possibility for the future. Intersection murals serve many purposes. Aside from improving aesthetics and strengthening gateways, they are a means of traffic calming. They signify to people that something special is happening at this location. Those who are driving by these intersections will be more aware of pedestrians and slow down to get a better look at the artwork.

While an uncommon practice these would not be the first intersection murals in Rochester. A mural was recently painted at the intersection Meigs Street and Linden Street in the South Wedge Neighborhood. This mural is located in front of a playground where there is a high volume of pedestrian traffic, specifically children. Although it has become a recognizable landmark the initial purpose of this mural was to slow traffic and signify the presence of children and other pedestrians using the playground.

PARKING

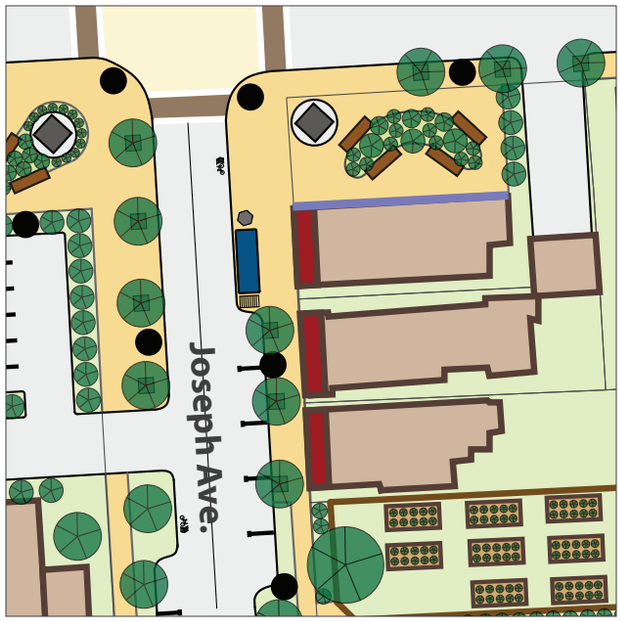
Improving the parking situation on Joseph Avenue is important to its revitalization in terms of function, accessibility, and overall appearance. In an auto-centric society it is crucial to accommodate vehicles, but not at the expense of pedestrians and the public realm. Part of the solution to improve parking is to increase accessibility and reliability of public transportation as well as to provide adequate bicycle infrastructure. Reconfiguration and maximization of existing parking options is the other part. Addressing parking directly comes in three ways.

- Providing On Street Parking
- Reconfiguring Existing Parking Lots
- Establishing Guidelines for New Parking Lots

On Street Parking

On street parking, which is currently available on Joseph Avenue, provides an important parking amenity. There is, however, little regulation and the full potential along the avenue has not been maximized. It was stated during the Visioning Session that people are parking their vehicles too close to the corners and in front of bus stops. This directly effects public transportation and other traffic on Joseph Avenue. A potential solution for this problem has been tried at various locations but not continuously throughout the corridor. Creating bump out curbs along the sides of the street restricts on street parking to intended areas between the bump out. The parking spots between these bump outs will be identified with painted lines providing order. Close to major intersections and bus stops, these bump outs will be extended, widening the sidewalk to prevent any parking in these areas. A potential plan that employs this approach would provide 83 on street parking spots between Avenue D and Clifford Avenue.

Above is an image of the southwest corner of the Joseph Avenue and Avenue D intersection. The highlighted area shows the proximity of a parked vehicle to the bus stop located on the corner. The plan below solves this issue by using bump out curbs to prevent vehicles from parking to close to the corners of major intersections and in front of bus stops.



Proposed Library Parking Lot

Reconfiguration of Existing Parking Lot (Upper Room Family Worship Center)

Reconfiguration of Existing Parking Lot (Lexington Federal Credit Union)

On Street Parking Using Bump Out Curbs

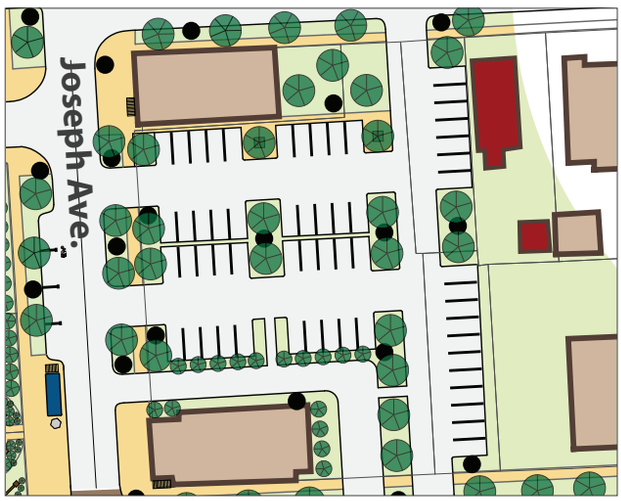
PARKING

Reconfiguring Existing Parking Lots

Another approach to reducing the demand for more parking lots is to increase capacity of existing parking lots. In many cases, thoughtfully reorganizing existing parking lots can increase the number of spaces. This has two benefits in that it increases access to the establishments that these lots are adjacent to and more importantly it prevents the need for new lots.

There are two existing parking lots on Joseph Avenue that could benefit from a reconfiguration. The first is the Lexington Federal Credit Union lot, which is also shared by the Dynamite Dollar. This lot is currently laid out with angled parking which requires more area than standard parking. By reorganizing this lot, using a standard parking configuration, the number of spaces increases from 48 spots to 58 spots. If the proposed playground were to be installed in the vacant lot across the street, these additional spots could accommodate the people using that space. The extra space that was gained here not only provides additional parking spots but allows for the incorporation of attractively landscaped islands. These landscaped islands and additional plantings along the street will maintain an edge between buildings, soften the large flat parking surface, and screen the lot from the street.

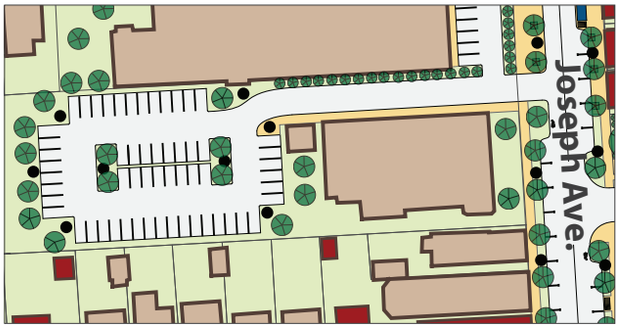
Proposed Plan For LCFU / DD Parking Lot



View of Proposed LFCU / DD Parking Lot

A second parking lot that would benefit from reorganization is located behind the Upper Room Family Worship Center, next to the Lincoln Library. In its current state, this parking lot is no more that a large unmarked paved surface. There are no parking space lines or plantings of any kind. The major concern is that parking lot; despite its size, it is rarely used, currently only for church events and sits empty most of the time. As part of its reorganization, consideration should be given for potential parking share with the library and other nearby businesses in order to take full advantage of the parking opportunities here. In the suggested plan for this lot 58 spots have been designated. Additionally, there is a large grassy area beyond the lot that could be utilized should there be a need for it. Another alteration featured in this plan involves the new parking configuration in front of the library. The proposed plan identifies a limited number of accessible parking spaces and the removal of the existing entrance. Since the use of these spaces will be less than less frequent than the current parking there, sharing the driveway for the rear lot will remove a curb cut from Joseph Avenue that is close to a major intersection.

Proposed Plan For URFWC Parking Lot

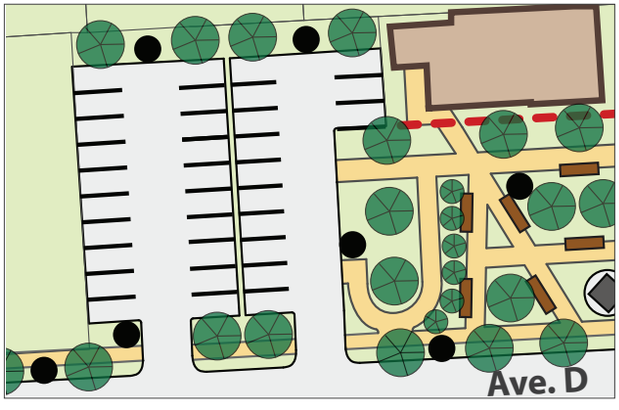


Guidelines for New Parking Lots

As the revitalization of Joseph Avenue progresses, new infill development will further increase the demand for parking. Some of these developments will need parking lots of their own. There should be guidelines in place to prevent poor design that does not support the goals and vision of the corridor. New parking accommodations should:

- Be located to the side or rear of the building;
- Be screened to soften the view from the street;
- Soften the hardscaped surfaces with well designed islands that incorporate plantings and permeable pavements where possible;
- Feature sustainable methods of water runoff management (i.e. rain gardens).

With the development of public spaces on the northwest and southwest corners of the Avenue D and Joseph Avenue Intersection, the current library parking will need to be relocated. One option is to create a new parking lot within a grouping of vacant lots adjacent the existing parking lot. Accounting for the parking that was removed from the front of the library this plan increases the current 22 spots to 33 spots. This parking lot is easier to access from Joseph Avenue and maneuver within the lot. Following new parking lot design guidelines it will be well lit, screened from the street, and landscaped. One important aspect to mention about screening and landscaping is that the intent is to soften the view from the street and not to create hidden areas that promote illegal activity. All of the trees and plantings chosen for these parking lots will be able to provide that.



PUBLIC TRANSPORTATION

The improvement of public transportation, specifically buses, and its related infrastructure is important to the revitalization of the Joseph Avenue corridor. Joseph Avenue was once a streetcar corridor and an important north/south line in Rochester's public transportation network. The City's only remaining form of public transportation is the Rochester Transit Services (RTS) buses. Although the corridor is lucky enough to have eight RTS stops (4 northbound / 4 southbound) they are consist of nothing more than a small sign. In addition to a lack of amenities, the stops are often located in close proximity to busy intersections often with illegally parked vehicles.

The latter two issues can be addressed, along with illegal parking, by instituting bump out curbs throughout the corridor. These bump outs will allow for the widening of the sidewalks near existing bus stop locations providing space to move them back from the corners of busy intersections and prevent parking of any kind in front of them. Taking these measures will increase the efficiency of the bus routes on Joseph Avenue, reducing delays and increasing safety of its riders. The additional sidewalk space will also allow for the installation of a proper bus shelter, signage, and lighting. It was proposed that every bus stop should be required to possess specific amenities and features. These include:

Shelters - Should be enclosed to protect riders from the elements, specifically during the winter. Every shelter should have two entrance/exit points for safety.

Trees - As part of the initiative to line the corridor with trees, this should be a priority at stops due to proximity to major intersections.

Trash Receptacles - Will reduce the amount of litter throughout the corridor.

Lights - Will increase the safety and awareness of those waiting for a bus. Also part of a corridor initiative.

Benches - Offers a place to sit while waiting for a bus to arrive. Benches should be comfortable but their design should discourage people from lying down.

Bike Racks - A bus stop is a good location for a bike rack due to the general proximity to a destination. This also promotes the uses of multiple types of transportation.

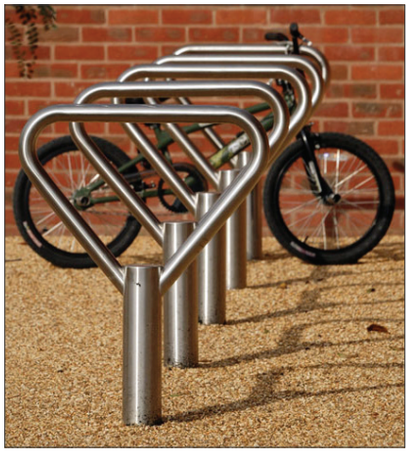
Avenue D Bus Stop Before

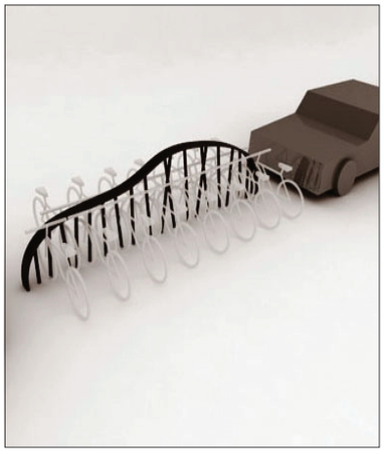
Avenue D Bus Stop After

BICYCLE INFRASTRUCTURE

Similar to improving public transportation, embracing the bicycle as a form of transportation will also reduce the demand for parking and reduce congestion of traffic on the street. When thinking of improving bicycle infrastructure, the first thing that comes to mind is "bike lanes". Unfortunately the street is not wide enough to include two lanes of traffic, two lanes of parking, and two bike lanes. The solution to this problem is to have slightly wider driving lanes that are shared with cyclists. This shared space is identified with bicycle symbols located on the street throughout the corridor.

A second step in embracing and encouraging the use of bicycles as an alternative form of transportation is to increase the number bike racks throughout the corridor. The easier it is for someone to secure their bike with confidence, the more likely it will be for people to use their bikes. Location, however, is just as important as the quantity of racks. Especially in the beginning stages of this effort it will be important to install racks near high traffic areas such as the Lexington Federal Credit union, the Dynamite Dollar, and the Library. Specific markets and convenient stores are also prime locations for racks. Bike racks can be very basic in function and are usually very simple in design. This does not have to be the case. Below are examples of bike racks that take advantage of artistic design possibilities.



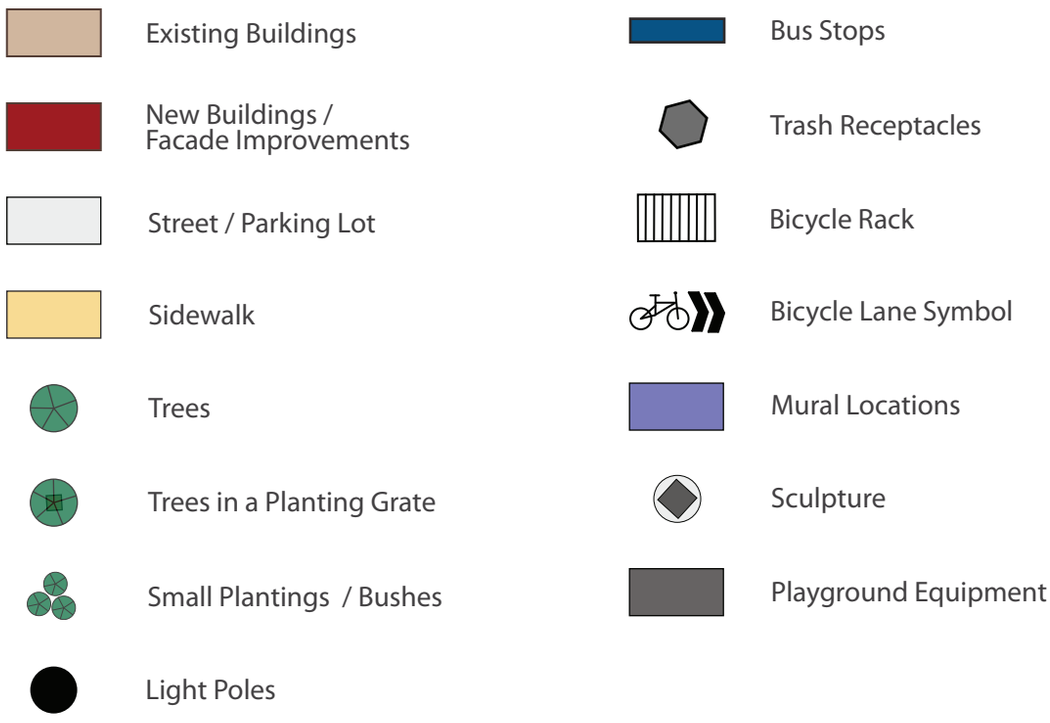


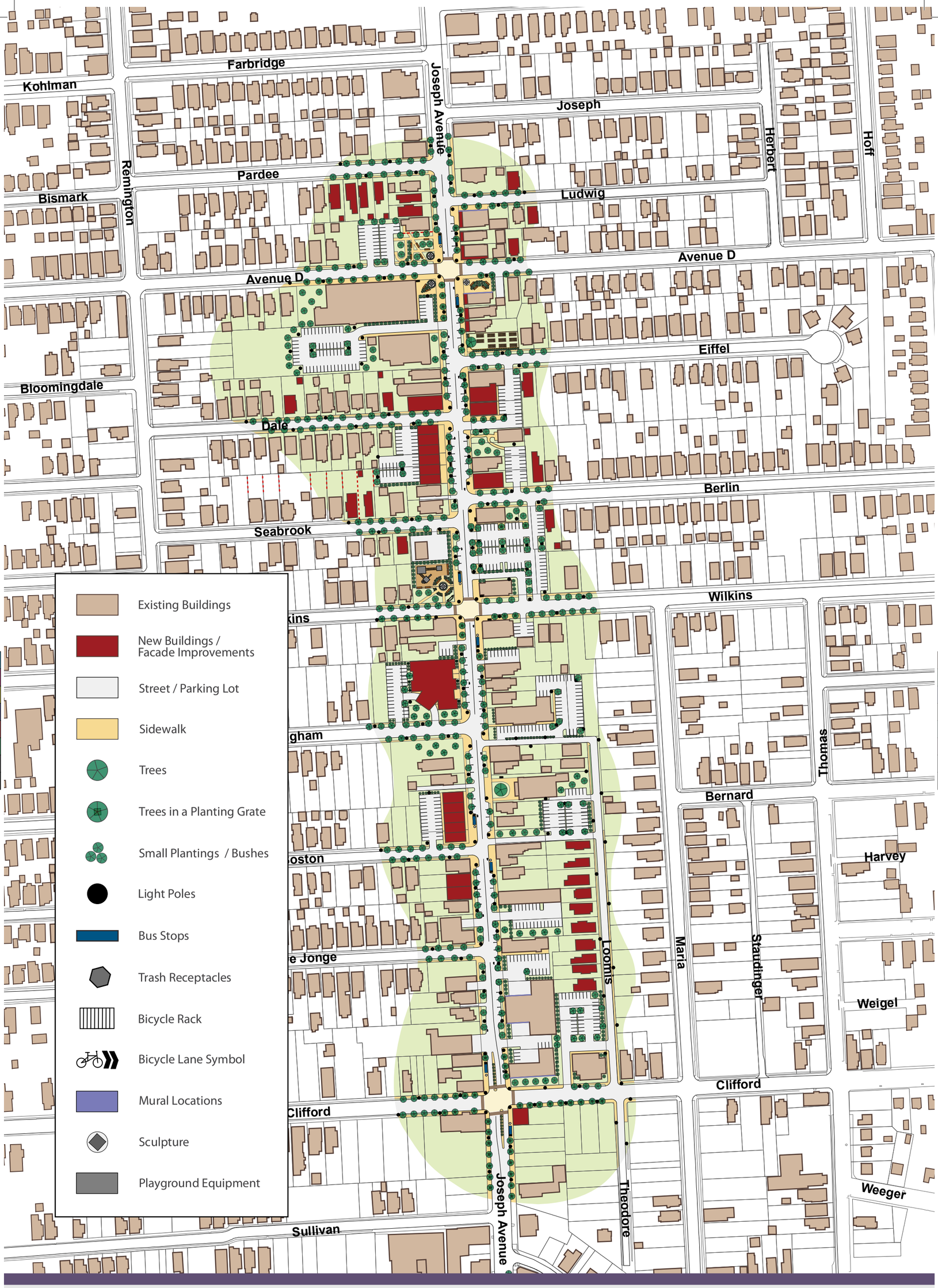
LONG TERM PLAN

The short term plan identified the initial steps to establish a foundation for future development of the Joseph Avenue Business District and the community around it. The short term plan focuses primarily on strengthening the gateways and major intersections as well as addressing some key issues such as parking. Where the short term plan leaves off, the long term plan takes over in expanding on these initiatives that include the installation of street trees, street lights, multimodal transportation infrastructure, and façade improvements. Now that the framework has been established, focus can turn toward infill and attracting new development. The future of the Joseph Avenue Business District will rely on a high level of community support and involvement in this process. Citizens and stakeholders will be crucial in identifying the needs of the corridor and targeting new businesses and developers. The community will also play an important role of deciding on the solution for developing many vacant lots throughout the corridor. The long term plan looks toward the future and the potential for a vibrant and active community. The long term plan highlights the following topics:

- Building on the Short Term Plan
- Community Engagement / Education
- Addressing Vacant Lots
- New Developments
- Looking to the Future

Long Term Plan Legend





JOSEPH AVENUE CORRIDOR

LONG TERM PLAN (5+ YEARS)

1:200

COMMUNITY ENGAGEMENT

Building on the Short Term Plan

Where the short term plan focused on incremental improvements and gaining support and momentum, the long term plan begins to looking at the bigger picture. At this point, the enhancement of the major intersections has been accomplished and amenities (lights, trees, bike infrastructure) have been installed. The next step will be to seek funding to complete these initiatives and create a cohesive identity throughout the corridor. Having a visually attractive district will promote further investments and attract new developments. In addition to the street amenities, development of the on street parking and creation of the bump out curbs should be considered.

Community Engagement and Education

The people of the Joseph Avenue community will play an important role in its redevelopment. The more that the community is involved in the reshaping of Joseph Avenue the more pride and sense of ownership they will have. Engaging and educating citizens is crucial to all phases of development and the sustainability of the community. There are many projects that can be initiated and completed with the efforts of dedicated individuals. Neighborhood programs such as street clean up and simple beautification projects can be carried out with little funding and government oversight. Community involvement can also play a large role in the remediation of vacant lots. There is potential to turn them into gardens and usable spaces, however these efforts require the active participation of the community to develop and maintain them.

Education is key to increasing community participation. In many cases the community would like to become active in redevelopment but are sometimes unaware of the opportunities available to them. Establishing an organization that can guide people and educate them about increasing access to and growing healthy foods, funding opportunities for home improvements and other useful information. Education should include the teaching the children, ensuring that future generations of the neighborhood will be able to carry on this stewardship. Joseph Avenue is a place with a special and important history that few know about. Imparting this to both children and adults alike will further develop their appreciation for what they have. This has potential to be a catalyst for them taking a personal stake in the future of the community.

Community engagement and education can be offered in after school and summer programs as well as through a permanent community center. The Lincoln Library has already taken on that role, however the community could benefit from an organization that focuses on this full time. There are no shortages of vacant buildings on Joseph Avenue and occupying one of them with a stable and active organization can have a major impact on the corridor and surrounding neighborhood.

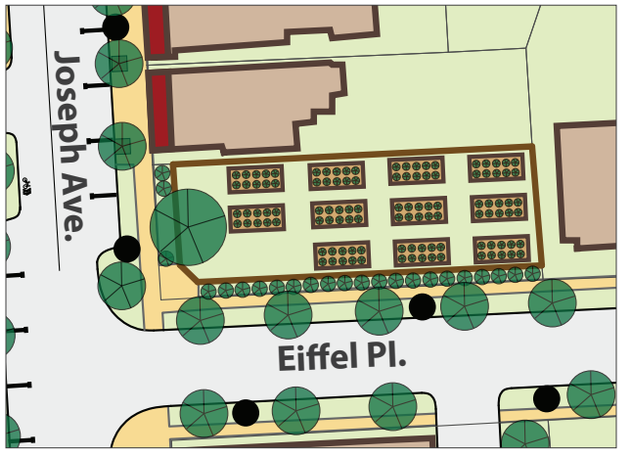
ADDRESSING VACANT LOTS

Vacant lots are a major problem plaguing not only Joseph Avenue, but much of the northeast quadrant. An approach to preventing more vacant lots is complex, involving both social and political issues. In simple terms it can be as straightforward as not tearing down any more buildings and rather stabilizing them. This can be accomplished in part by educating the property owners, offering access to funding, and for building upkeep to help end the cycle of deterioration and eventual demolition. It is important to begin the remediation of these lots and to look forward to the possibility of future development. There are several steps that can be taken in the meantime to achieve this long term goal.

Short Term

Immediate steps that can be taken in the short term require very little funding and effort. Community participation can play a major role. Simply joining together to clean up litter can dramatically alter the appearance of some of the vacant lots, specifically those near major intersections like the northwest corner of Wilkins St. intersection. Other approaches consist of installing low maintenance planters or low height fences along the sidewalks to establish a continuous edge throughout the corridor. This approach is temporary and can remain in place until the lots can be developed. Even more permanent efforts include the installation of community flower gardens and urban vegetable gardens. It is not possible to make every vacant lot a community garden. When considering these options it is important to take into account the amount of labor that is required to maintain these them and amount of participation that will be offered from the community. In the initial phase, prioritization of efforts should be considered in order to deal with lots that will have the most impact first.

Proposed Location for an Urban Farm



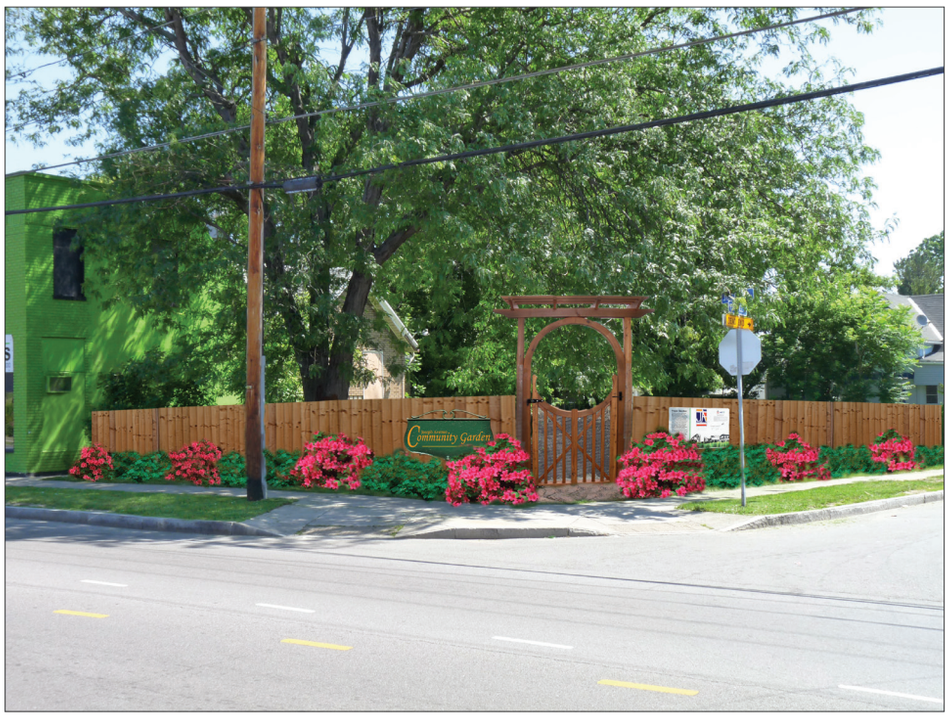
Above (From Left to Right)

"Birds, Bees & Butterfly Garden", Fence and plantings used to create and edge, Community Garden

These are examples of vacant lot remediation efforts from the Project Push in Buffalo, New York. The gardens are maintains by members of the community and plots can be leased for $25 pre season. All of their properties are identified by their signature red fence.

Proposed Location for an Urban Farm - Before

Proposed Location for an Urban Farm - After



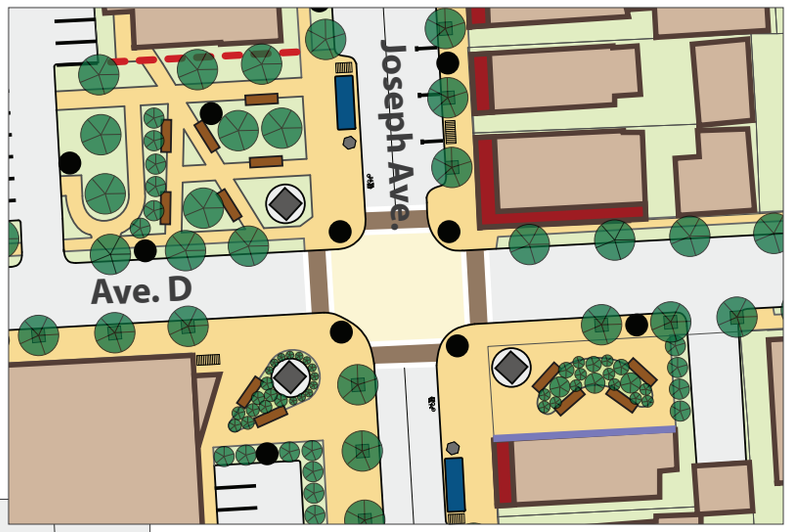
ADDRESSING VACANT LOTS

Mid Term

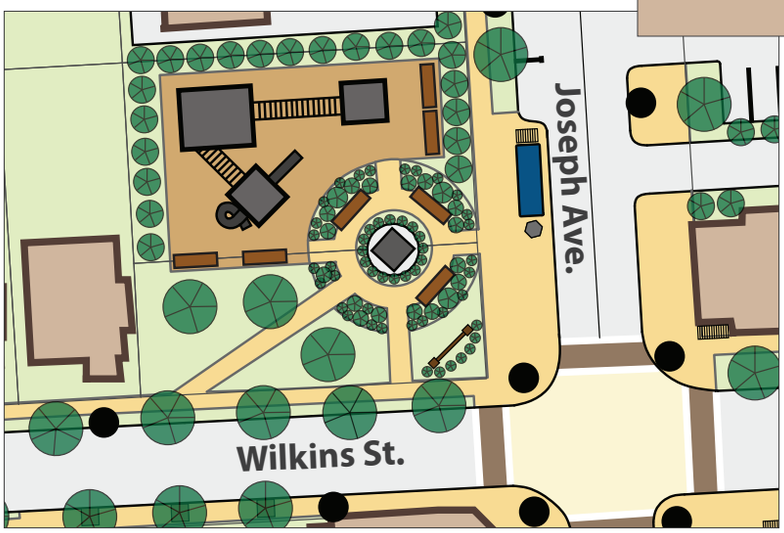
There are several lots that are currently vacant that have been targeted for other types of development such as parks, playgrounds and other public spaces. These lots carry a higher priority level as many of them are located near major intersections that have been identified as gateways. These public spaces significantly enhance the intersections and help create the perceived entrances into the Joseph Avenue Business District.

At this phase of the redevelopment many of the short term goals have been implemented and it is now time to start looking towards the future. As previously stated, not every lot can become a park or community garden. It is important to begin identifying the needs of the community in terms of goods and services in order to help guide the community in attracting thoughtful developments. By using this document and taking an inventory of the community's needs, you can create a development plan and target businesses that will enhance the community for years to come.

Avenue D Public Space



Wilkins Street Playground

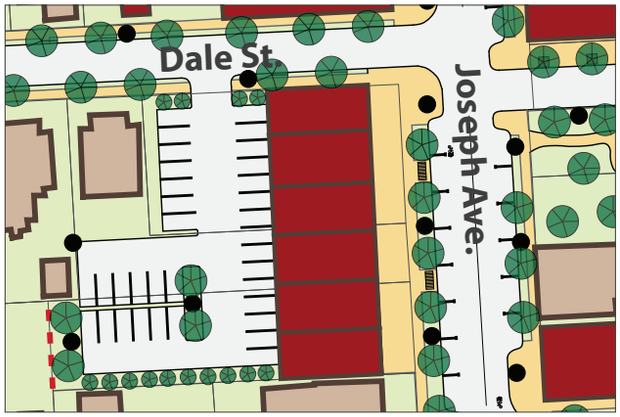


Long Term

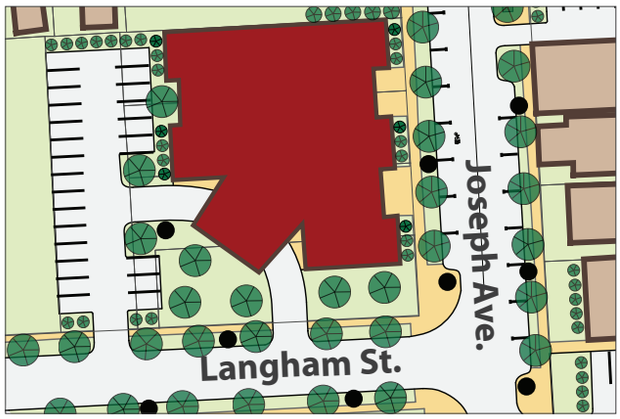
As the neighborhood revitalizes, investments and development will follow. Having a development plan in place and a set of design guidelines will ensure that any new construction will fit the direction and goals of the community. During the visioning session, community members generated several needs that the neighborhood currently lacked. Some of these needs included but are not limited to:

- A Café;
- Laundry Services;
- A Senior living Center;
- A Community Center.

Suggested Location for Cafe / Laundry

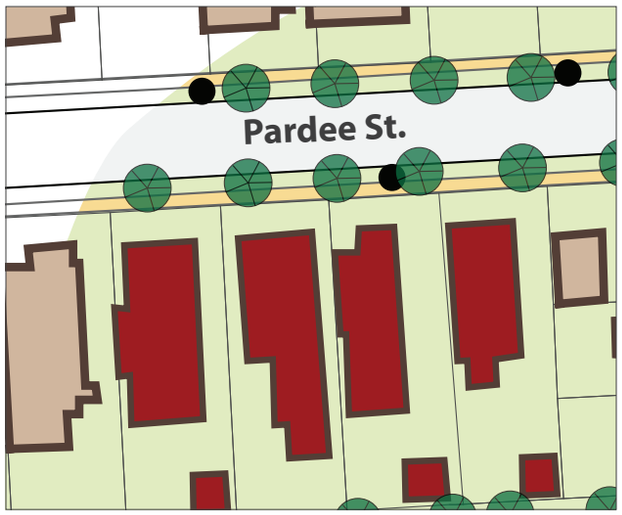


Suggested Location for Senior Living Center



Vacant lots exist throughout the neighborhood and are not limited to only Joseph Avenue. Many of the side streets have experienced a significant decline in the housing stock over the years and it is only accelerating. Some of the worst areas have existing houses every three to four lots. An essential goal for the longevity of the neighborhood is to maintain the existing houses and infill new housing development as needed. With a resurgence of the commercial corridor the surrounding neighborhood will become a more desirable place to live. During this process of housing infill it is important to maintain a certain standard and style that is consistent with the surrounding houses.

Example of Infill Housing



DESIGN GUIDELINES

The Development of Design Guidelines is important to protecting the goals set forth in this Vision Plan when seeking new development in the Joseph Avenue corridor. These guidelines are suggested for both new and existing buildings.

New Buildings

- New buildings should address the street;
- New building frontages should be at or close to sidewalks. When adjacent to another building, the new building frontage should generally be aligned with the adjacent building frontage so as not to expose blank side walls;
- New building frontages should encourage a pedestrian-oriented and human scaled public realm and streetscape;
- New building frontages should encourage and promote a sense of design continuity that appropriately relates the rest of the corridor to promote revitalization and redevelopment efforts;
- The architectural design of new buildings should be harmonious with, but need not mimic, the design of nearby Designated Buildings of Value;
- New buildings should have a minimum height of two stories and a maximum height of four stories;
- New building frontages should generally extend to both side property lines except as needed for the provision of pedestrian and/or vehicular access to the rear of the property.

Storefront

- Avoid removing or covering any part of the original building structure, entrances, windows, transoms, or façade detail;
- Avoid thematic storefronts that are inappropriate to the original design of the building;
- Replace missing awnings "within" the width of storefront openings between pilasters and major vertical elements;
- Preserve the original storefront display area by adding windows at the first floor facade;
- Add lighting to focus on special details and signs.

Roofline

- Avoid removing original roof form elements, cornice or building caps, special roof line details, pediments, and medallions;

- Avoid covering up original roof form elements with inappropriate aluminum or vinyl siding and trim materials, mansard roofs, shingles, etc.;
- Maintain original roofline features as visual elements for building and block;
- Uncover roofline details that have been covered with inappropriate materials.

Details, Materials, & Color

- Maintain existing historic plaques and signs, wood brackets, trim, cornices, medallions, windows, doors, brick work, and other original details and decorative designs or patterns;
- Maintain brick work, mortar joints, stone work, cast stone work and decorative patterned masonry work;
- Feature, enhance and focus on original special historic details;
- In general, preserve original facade materials and don't cover or obscure original facades or materials. If the original material is already obscured with newer material, uncover it if feasible. Existing exterior materials should not be covered by a modern replacement (synthetic siding like vinyl, aluminum, or by synthetic stucco) on ground floor;
- Use natural materials: brick, stone, cast stone, ceramic tile, hardcoat stucco, wood, wood substitute, smooth finish cementitious planks (Hardiplank), panels (Hardiboard), cellular PVC (Fypon), prefinished or heavy gauge metal panels;
- Do not paint previously unpainted masonry including brick, stone, and cast stone;
- Avoid using intense fluorescent color hues on building exteriors;
- Avoid "matching" adjacent building colors as a way to "compliment" them.

Awnings & Canopies

- Awnings do not want to have a stiff, taut, unnatural look. Awnings look best if they are a bit loose and natural, have an edge that is vertical and loose, and convey a fabric feeling;
- Arched awnings, curved awnings, bullnose, bubble, mansard shaped awnings and similar non-traditional shapes are inappropriate;
- Shingled or roof-looking awning materials are inappropriate;
- Awnings should not damage or obscure important architectural details;
- Awnings may turn a corner.

DESIGN GUIDELINES

- Awnings shall be made of canvas or canvas-like fabric material with a non-shiny finish. Vinyl material or other shiny fabric material is inappropriate;

- Awning color should be coordinated with the color scheme of the building. In general, solid color awnings should be used on buildings with intricate and abundant architectural detailing while striped awnings might be used on simpler buildings to introduce color and pattern;

- Awnings may incorporate graphic symbols or company logos (if well designed) on the sloped body - incorporate only one per awning. The awning valence may be used for simple signage such as the name or address of a business.

Lighting

- Appropriate exterior lighting on the façade of a building is encouraged as it adds design interest, a sense of liveliness, and business presence;

- Fixtures that illuminate a building façade (or selected parts of the facades) with a wash of light are appropriate;

- Illuminating a building's entrance is encouraged;

- Down lighting under a marquee is encouraged;

- Appropriate and creative window lighting is encouraged;

- Internally illuminated box signs are discouraged.

Signage

- No sign or portion of a sign shall extend above the cornice line at the top of the building face. Rooftop signs are prohibited;

- Wall signs shall be externally illuminated only (except that signs having individually illuminated letters are permitted, along with back-lit letters). Signs that utilize neon or similar lighting shall be reviewed on a case by case basis. Internally lit box signs are not permitted;

- Generally, wall signs should not exceed the length of 70% of the frontage of the business and shall project no more than 6 inches from the building wall;

- Projecting banner signs shall be of fabric suitable for this use. Shiny or reflective materials are prohibited;

- A small hanging sign is easier for a pedestrian to read than other sign types and is encouraged and should be located near business entrances;

- Signs should be no longer than 50% of the width of a canopy/ awning.

LOOKING TO THE FUTURE

Joseph Avenue was once the core of a vibrant and bustling neighborhood. It was a melting pot for immigrants from all over the world, and it was that diversity that helped it to thrive as a commercial center. Part of the neighborhood's success could also be attributed to the fact that it was a streetcar corridor. When looking to the future it is just as important to look back and preserve the rich culture and history of the neighborhood. Having a vision that results in implemented projects and collaborative efforts will go a long way to reviving this once great street.

Joseph Avenue Today

Joseph Avenue of the Future

STREET AMENITIES INDEX

The streetscape amenities index serves as a tool for the revitalization of the Joseph Avenue corridor. Several sections of this report make reference to various streetscape amenities but do not provide specifics regarding design, materials, color, etc. It is important to understand that there are many potential designs and styles for each of these amenities and what choices are ultimately made will help to create the identity of the Joseph Avenue Business District. This index expands on the report and provides examples of several of these streetscape amenities from functional to artistic.

The Public Realm

The public realm is generally defined as any space that is publicly owned. This includes the streets, sidewalks, right-of -ways, parks and open spaces, as well as any public and civic buildings or facilities. The quality of the public realm has a considerable impact on the way a community functions. Enhancing the public realm will help to create a healthy, safe, and economically viable community. Below are some examples of the public realm that exhibit good design principles.

Public Seating

Seating is important to having an active public realm. Seating can come in a number of forms and it is essential to offer variety of them throughout the Joseph Avenue corridor. Permanent seating options are beneficial because they cannot be taken and are often durable to the elements. Moveable seating like that used in outdoor cafes and restaurants give a person the choice of how to position the way they sit and how close they sit to others. Unconventional seating like low walls and steps also allow people to gather in areas without the typical seating. Each type of seating has its pros and cons. For example a bench or large flat surface my encourage people to loiter and possibly lay down. This can be avoided by having arm rests or dividers that would deter such activity. Below are some examples of urban seating options:

Planters

Planters are a good way to soften the hardscape of the public realm. They are also an inexpensive way to beautify someone's font yard or storefront. Planters can be made of several materials that vary from light-weight and durable fiberglass to form poured concrete that is difficult to move. Planters can also be use to create an edge along a parking lot or in between buildings. Examples of planters can be seen on the following page.

STREET AMENITIES INDEX

Lighting

Similar to the other streetscape amenities lighting also comes in a variety of options. There are three kinds of lighting however, which are important to an urban environment. They are pedestrian lighting, vehicular lighting, and lighting on the buildings. Each of these lighting options are important, but all three are needed to create a safe and attractive public realm. Below are examples of attractive lighting options that exhibit good design principles.

Trash Receptacles

An important and often overlooked streetscape amenity is the trash receptacle. Providing a sufficient amount of them throughout an urban corridor can greatly improve its appearance by reducing the amount of street litter. Trash receptacles do not have to be unattractive but can be creative and a piece of an exciting public realm. Below are examples of more attractive and innovative trash receptacles.